

THE EXCHANGITE

NATIONAL EXCHANGE CLUB



OFFICIAL PUBLICATION



DECEMBER 1927

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Volume VI

DECEMBER, 1927

Number 12

TABLE OF CONTENTS

Cover Page.....	L. S. Chase
In The Beginning.....	Clinton G. Nichols 2
America's Commerce.....	Senator Hiram Johnson 3
The 1928 Convention.....	A. R. Kuhlman 7
Be a Good Sport.....	Edwin B. Dooley 8
Exchange Stars in York Sesqui.....	9
Crime Prevention.....	Judge James Austin, Jr. 10
The Purpose of Exchange.....	12
Give The Devil His Due.....	Douglas Malloch 13
Thy Christmas Morn.....	Lew Williams 14
The Soul of Exchange.....	J. B. Merrill 15
The Extension Contest Is On!.....	16
Social Ideals of Exchange.....	John W. Huling 17
Religious Ideals of Exchange.....	Rev. H. G. Glenn 18
They Outa Pass a Law 'Ginst It.....	Dr. John Fassett Edwards 19
Preventing Bolshevism.....	G. R. Malone 19
Editorial	20
New Jersey's Convention.....	Arthur G. Walker 21
Club Attendance Contest.....	22
Exchangegrams.....	Hy Gage 23
National Secretary's Report—Part III.....	Herold M. Harter 24
Exchange Activities.....	Club Horn Tooters 28

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In The Beginning

These three words, fraught with so much of meaning, are the first recorded in Holy Writ. "In the beginning," out of infinite space, "God created," and God said "it was good."

As Exchangites we should be profoundly thankful that "in the beginning," back in the nineties, when the founders of our organization first conceived the idea of a "round table" discussion they had a vision and built the foundation of our institution on the eternal principle of service, now so important a factor in the business, civic and eleemosynary life of our communities.

During the succeeding years this service in unity has been our ideal. "We retain only as we give." The efforts we have expended in promoting better conditions in business and civic life, and assisting those less fortunate, have been richly blessed.

At this season, when the spirit of "peace on earth and good will toward men" is so dominant in the minds of all, may we not pause a moment and give an expression of appreciation which we, as an organization, must feel because of the opportunity afforded us to serve. We must not, however, forget our duty to those who, through public calamity or private misfortune, need the cheering word and the helping hand. **T**o all Exchangites wheresoever dispersed, the National President sends his felicitations and his heartfelt thanks for all that has been done to promote the interest of our organization and for the many kindnesses vouchsafed to him during the brief term he has been privileged to serve you in his official capacity. **M**ay this Christmas be merry for you and yours, and the approaching year one of happiness and profit in all ways.

—National President Clinton G. Nichols.

THE EXCHANGITE



America's Commerce

Our Navy and Foreign Trade: With a Preface on Exchange

By SENATOR HIRAM JOHNSON

An Address Delivered at the California Convention

I HAVE been learning something in the last few days, about the objects and purposes of the Exchange Club. I would be wanting, indeed, in appreciation if I did not tell you that those objects and those purposes meet, not only with the hearty approval from every man whose views are such as mine, but meet with his enthusiastic endorsement as well.

In the last few days there was put in my hands a little brochure that is entitled "The Annual Report of the Educational Committee of the National Exchange Club." I began rather idly to turn its pages and then my attention was suddenly arrested and I ran upon a paragraph entitled "Civic Duties," and as I read that paragraph I had something of a thrill or pleasure that there was an organization, and many I trust, throughout this land, who subscribe to the tenets that are therein so well and so very eloquently expressed. I presume, of course, you are familiar with them because they constitute, in a very small measure, the text of what little I have to say today, I take the liberty of reading to you your own Educational Report under the subtitle "Civic Duties."

"The United States is a Republic or a representative Democracy. Under no other form of government do the people wield such a power, and at the same time hold such a measure of responsibility. The Exchange Club is particularly and peculiarly fitted to make the desired appeal and call to the mind of the individual citizen his moral and civic duty. It is commonplace to repeat that we have just the kind of government we want. The citizenry must be

constantly exhorted to the exercise of their inalienable right of franchise and encouraged to allow nothing to interfere with this exercise. The open forum of the club meetings is a splendid opportunity for disseminating principles of government and spreading the knowledge of men and issues necessary to an intelligent electorate. This is all based on an absolutely unbiased and non-partisan position on the part of the club at all times and with respect to all party or partisan measures. A free, fair and impartial discussion of matters pertaining to local, as well as State and National affairs, will be of immeasurable value to club members, and will naturally and inevitably spread throughout the community. No higher duty can be laid upon the club than to promote the highest type of citizenship."

No higher purpose can you dedicate yourselves to, in this peculiarly astounding and material epoch of ours, than to maintaining a free forum where independent thought may be expressed and where there may be an impartial tribunal to hear every side upon every question in this land. I cannot tell you how I would appeal to you to preserve that free forum. This sort of thing, this of yours, and this of kindred organizations is the last means of communication left to the citizenry of this nation.

I speak to you, I think, advisedly, as one of the individuals seriously minded, who looks at the passing times and the current events. I realize, I think, in greater degree than most of you may realize—for I have reached that time of life and that period in public service where these things are singularly appealing to me—I realize the times in which

we live and the different standards that now obtain from those that obtained just a few short years ago.

I need not recall to you how the rewards of our civilization now discriminate between those who pursue one activity and those who pursue another. The United States Senator, for instance, receives today a salary of \$10,000. I take it that if this gathering were to be held a week from now, while that great fictitious encounter was in progress in the City of Chicago, these benches, instead of sparsely settled, as they are at present, would have few, if any, upon them and all of us would be rushing—myself included with the rest of you—to the radio to listen to what transpired and to the broadcaster telling us how Mr. Dempsey was hit by a hard right, on the bugle, that staggered him, or how Mr. Tunney, by a well directed left to the breadbasket, was doubled up for a short time. And, when you realize that in that encounter one man received for a sock in the eye, about a million dollars and the United States Senator receives, for a year's work, \$10,000 you will probably agree with me that the United States Senator is overpaid.

We are in a singularly peculiar period in our existence. Newspapers formerly were the mold by which public opinion was formed, the means wherein those who had different views upon public subjects were permitted the right of discussion and where the editorial column doubtless was striving ever for a distinct definite governmental policy that was assumed would be of benefit to our people. Now the strife in the presses is of a different sort. It is always between the editorial column and the business office and the business office comes off first best, with the result that the newspaper, instead of being the great journal that formerly it was in the molding of public opinion and in directing governmental policies, is now a commercialized agency. I do not cavil at it, or criticize the press, but in the spirit of the age it has become a great commercialized enterprise, just exactly like any other great commercialized enterprise engaged in making money rather than in forming public opinion.

That is one of the reasons that I

plead that the Exchange Club, and its kindred organizations, may ever maintain a free forum so that when we have lost our public medium of expression thus—we may yet have it with a few, perhaps—we may still have a forum to express our independent views.

THERE have been other modes of communication, multiplied in the last few years, until as a public we are utterly confused and in the multitude of our amusements, our entertainments, and our confusion as well, we find that the public has little time to attend to public affairs at all. The radio goes into every home; millions listen in upon any event, or upon a jazz program, as the case may be, and those who listen in, with a mind attuned to passing events, will understand, sometimes, the purposes to which the radio is put. The moving picture educates through the eye today, as no book can educate, with a celerity and alacrity that never before has been found in our activities. And, if we know the moving picture, we know that sometimes propaganda creeps into it, we will say unconsciously, if you will, but it creeps into it. Propaganda of a particular sort and of a peculiar kind, is released through the radio, the moving picture, and new inventions that have come to us in very late years, all privately owned, and all, of course, voicing the views of those who privately own them.

When you consider the organization of sports today, organized as never before, of entertainments and amusements, you find that we have drugged the public conscience; we have drugged it with so much of entertainment and so much of amusement that it finds little time for its own affairs.

I plead, as I began with you here, and with those who have other or-

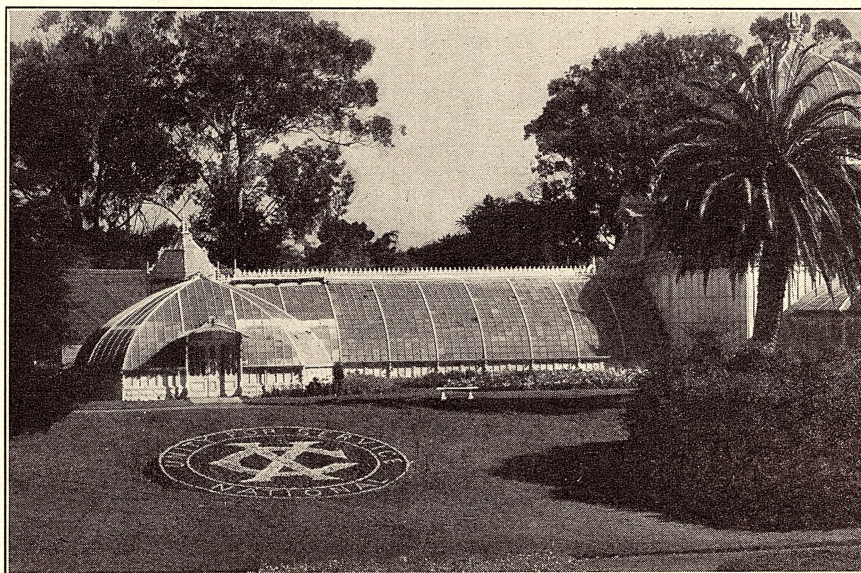
ganizations of like sort, forever to continue a free forum. For, after all, the last thing that there is in a Republic, the last thing, indeed, that constitutes the bulwark of freedom in a nation such as ours, is the right of men to stand upon a platform such as this, before an audience such as yours, in your daily and weekly meetings and express himself exactly as he sees fit and present the views that God has given him and that he desires to present unto his people.

This much for your purpose. I congratulate you upon it. Not only do I felicitate you upon that which has been printed, that you have done, but upon the work that gradually you have set yourself to do in the future as well.

Primarily, you gentlemen who are here represent separate communities. Collectively, your communities represent and are this nation, the Republic of which we are so proud. Primarily, you in your individual capacities deal with your daily activities; your business, as it may be called. The nation has its trade as well. While it may seem a far cry from the business in the smaller community, wherein some of you may reside, to a nation's trade, so interrelated are the two, so symmetrical are the two that the injury to the one means harm to the other.

Every man of vision, every man who believes in the prosperity of his people desires, of course, to foster business, to conserve it, to aid it and to have it bring the dignity of fruits to its people that can be brought. You believe it in your communities. We who sit in Washington as representatives of the different communities of the nation believe in it for the nation.

Every man who believes that he may be, some day, a Statesman is looking forward always to the endeavor on his part to foster and conserve, protect, and guide the business of the community, of the village, of the town, of the city, and the trade of the nation as well. But, in doing this, he who is in command would but half govern if he thought along that which is material. There is another side to government as well as the material; another side quite as important and—just exactly as an individual may be strong and powerful, full of virility and of



Exchange emblem in flowers at Convention-time in San Francisco

beauty, and with naught in him but thought of that which is sordid and that which is material, and without a soul—so a nation that is sordid and material and has no thought of the ethical, or the ideal, has no soul either. And the individual who thinks for a brief period because of his power and his strength, his virility and his beauty may succeed, ultimately, without character and without a soul, will fail just exactly as a nation that thinks only of prosperity, and never of men, women, and little children, will not survive. As it is with the individual so it is with the nation.

OURS is a producing nation. Ours is a nation producing as no other nation on the face of the earth has ever yet produced. Within ourselves we do not take care of our own productivity. We must have, and we do have markets beyond our shores. We who sit here at the Golden Gate, looking out across the Pacific, understand, perhaps, a wee bit better than those who live far in the interior, what commerce means to the nation, just as we understand what business means to the small community and to the individual. The life blood of the nation is its trade and its commerce, just exactly as its ability to live is the business of a community and of a town, of a village and a city. The commerce of the nation must be fostered and protected; it must be aided just exactly as we foster, protect and aid the business of the village, of the community, of the city and of the town.

I make these observations to you because, in recent times—you may not realize it—our national trade has grown by leaps and bounds until today, do you realize it, America occupies the proud position of trade supremacy for all the world. For over a century, more than one hundred fifty years, Britain has ruled the seas and Britain has ruled the trade of the world. After the great war Britain's trade was fifty per cent greater than our trade. Today we are equal, tomorrow we will be superior. Britain understands what that means, and for more than a century Britain—that proud nation that I respect and that I honor for the way in which it has taken care of its nationals and for the way in which it has taken care of its trade—realizing that Britain's supremacy in trade meant Britain's supremacy on the sea, has maintained that supremacy during all the years ministering by its supremacy on the

seas, to British commerce and to British trade. Today America passes Britain and if you will realize some of the figures that recently have been shown by reports you will understand that.

A few years ago there was a great Englishman that called at Washington one day. He was a man then in his prime. Subsequently, and it was a



Hon. Hiram W. Johnson, whose address was one of the outstanding features of the San Francisco Convention

pitiful thing, he met with mental decay. But when I met him in Washington and began to chat with him concerning the Orient, I found that our views were so similar that we spent a sultry Washington afternoon talking of the Pacific and its possibilities. He had the vision, did this man, the owner of the London Times, and the great string of papers, he had the vision that some of us of the West have had, that here in the Pacific, not in your time nor in mine, but in the time of those grandchildren of mine, here in the Pacific will be enacted the great world's drama and here in the Pacific is bound to come the theater, finally, of world activity. He understood just exactly that situation, and with a vision that did him infinite credit, I was very glad to talk with him concerning it.

I can see that, I think, in the days to come, here on the Pacific Ocean.

little known a century and a half ago, little known only a few years ago, what will, one day, be the great theater of world activity and will represent the bulwark of world commerce.

Today we deal with the Orient; today we deal with Australia. Today our trade with China has increased, during the first four months of this year, by twelve per cent. Great Britain's has decreased during that period by seventeen per cent. In the last two years we have doubled our trade with Australia. Great Britain's has remained the same. South America has opened new markets for our productivity and affords us again another opportunity and of that opportunity American enterprise and American energy have taken full advantage. In 1922 Great Britain's trade, in respect to ours in South America, was as 4 to 3; now we are leading Great Britain in trade with South America. In trading even with continental Europe we have gone up by leaps and bounds and today we are equal to Great Britain. We have wrested the trade upon the sea from Great Britain and we have wrested that trade in a keen competition. Dumb would the individual be to the lesson of history, blind would the man be who claims to be a Statesman at all in this era if he didn't understand what keen competition, that has wrested supremacy from all the world, may mean; and, understanding what it means, deaf would that individual be who represents a people who would not prepare to guard that supremacy and protect it upon the high sea.

WE HAD a disarmament conference in 1922. We had a disarmament conference when we had much to trade with. We then had a superiority in great battleships, greater than all the nations, practically, that met at that conference. We had a program that had been outlined by President Wilson, in his period, that meant we would reach a point in supremacy upon the sea in battleships that no other nation would be able to even approach. We went into that conference with that superiority. We yielded that superiority to the high aspiration that there is in the American people to disarm and prevent wars; we yielded it with a glow, a glow for peace that swept over this land, imagining fondly that there was a similar glow in other nations and that our yielding of supremacy in our capital ships would mean equality in the peaks upon the sea in every other

particular. We scrapped more money, we scrapped more ships than all the other nations combined scrapped at that time. We do not regret the sacrifice because we were making an honest effort then to disarm and to have every other nation on the face of the earth disarm. We desired peace for all of us, although some of us do not believe in turning the other cheek.

In 1922, being desirous of peace, we deprived ourselves voluntarily of the superiority that was ours in battleships. We asked that there be a certain ratio, that was agreed to, 5-5-3 equal between Great Britain and ourselves, and a ratio of 3 to 5 for Japan, as between Japan and Great Britain and America. We fondly believed that that which we did, that which we agreed to do, was accepted by Britain. It was said in so many words, by Mr. Balfour and Secretary Hughes that that ratio and that viewpoint of the destruction of tonnage in battleships should apply to cruisers as well, and the recorded words of Mr. Balfour in response to Mr. Hughes thrilled us all in 1922 as we listened to them.

BRTAIN understands what commerce means to a nation. Britain understands the necessity for trade protection, and when Britain began to think, in subsequent years to 1922, as to what should be done, and found herself far in advance of us in cruiser building and in auxiliary craft, which are absolutely essential to a balanced navy, Britain faced about in her views.

When we had a disarmament conference very recently at Geneva, Britain maintained an attitude, in respect to cruisers which, camouflaged as you may desire it to be, nevertheless, left Britain upon the sea with a superiority so great and so far beyond us that it will take us years and years, even of feverish activity, to attain a like position.

So it happened, that after the Conference at Washington, when the American people talked about British propaganda, that we were to have a navy equal to Great Britain and 5 to 3 as against Japan, the American people who formerly believed that that was so found, after all, that both were building in such a fashion that we had transmitted our superiority into inferiority. The American people then began to be awakened, or some of them began to be awakened. Of course, there are elements in our country, elements that are international in character, that I do not question or criticise, elements that believe in peace, that think we should set an example and that at all hazards we should destroy anything of war-like nations so that

the example being set other nations ultimately would follow us. But we have got to face the realities.

I am not a militarist, and never have been. Ours is not a country of aggression, and never has been. America covets no more lands and America desires no territory or jurisdiction over any other people on the face of the earth. Ours is a peaceful country dedicated to peaceful pursuits. We never, under any circumstances, would be the aggressor in any conflict with any country, but America maintaining a trade supremacy upon the ocean, America maintaining its present high position in this world, and meeting with the envy and the criticism and the hatred of those who view with distrust and with regret our proud position, America would be worse than foolish if she didn't prepare to protect her proud position and protect her great supremacy in trade upon the seas.

So in the last Congress, against the powers that be in this nation, we were striving to build a few cruisers. Do you realize our inferiority is about 1 to 5 with Great Britain in this great essential part of a fleet? Do you realize we are infinitely less than Japan today? We have gone on in this lackadaisical style of ours, kindly disposed as we were in the years since 1922, until they have gone so far beyond us that our fleet would be no match for the fleets of either of the nations that took from us our superiority in 1922.

We strived last Session in Congress in the endeavor to build some new cruisers. Oh, what a fight was on! We finally passed a \$450,000 appropriation to engage in building two new cruisers and that amount will probably pay for the blue prints and the plans and that is about all. What has happened at Geneva has probably opened the eyes of our people until they understand.

I believe in disarmament of all nations. You believe in disarmament, but I do not believe in the disarmament of Uncle Sam and the armament of every other nation on the face of the earth. In 1922 we yielded our superiority. In 1927 they declined to yield their superiority.

With the conditions confronting us today that we understand, with a knowledge of how this world feels in respect to our trade supremacy, with a knowledge, too, that we are going on and on and on with that supremacy, as the keen-

est competitor in business that the world has ever seen, we are passing every country on the face of the earth. With all this knowledge in our minds, we must go on and do, as Britain has done in the last one hundred and fifty years, prepare to protect and conserve the trade that is ours and do that which is essential to maintain our trade supremacy on the seas.

ONE of two things is necessary, either abandon the ratio that was arrived at in 1922 entirely, and tell your people the truth about it, or go on and maintain that ratio. There is no middle ground. To preach that we should maintain a middle ground, for one reason or another, is perfectly ridiculous and it may mean ultimately our ruin.

I want to tell you something of the propaganda that comes from abroad, because you may not understand it as it is carefully carried on, with ability and cunning with which all propaganda is put forth in this nation. The editor of one of the greatest newspapers in this country commends the man who writes the editorials upon the necessities for us to disarm and for us not to have a merchant marine. He is a gentleman from England and he writes, of course, from the standpoint of his nation. I do not object to that. I honor him for his views, but I do object to putting it forth in the editorial column of the greatest newspaper in the United States of America. That is the thing that I decry.

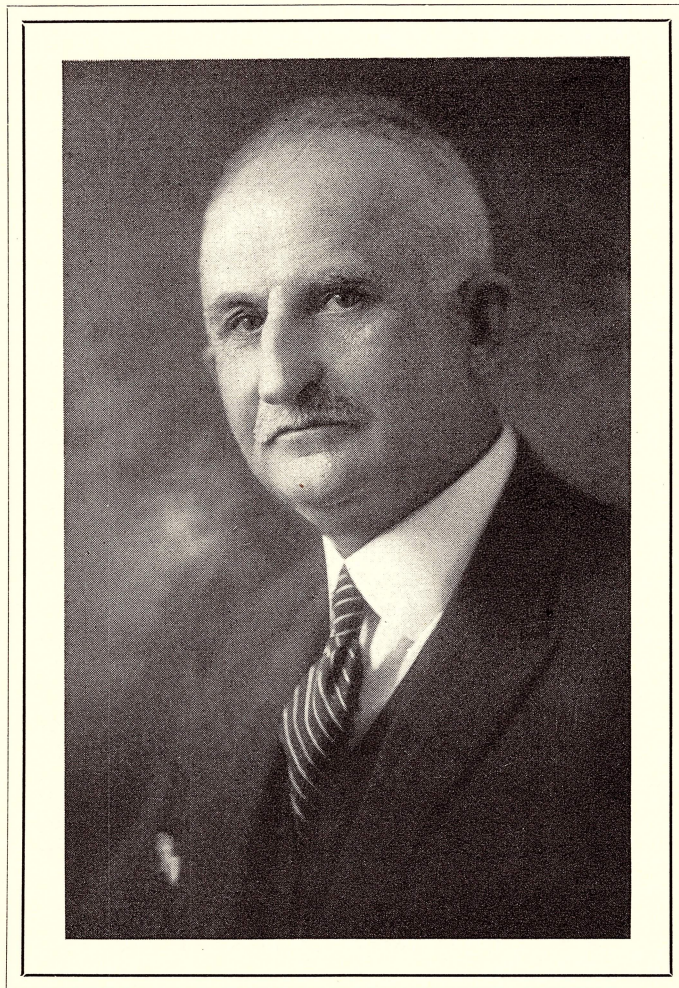
We who understand, who believe in the protection of business and of trade, we who are sitting in your seats in Washington, ought to have the vision and we ought to have the courage to do the thing that is essential. For, remember, that you who come from the village, or the community or the town or the city, you who believe that the life blood of your community is your business and your trade, remember that the moment you have a bad effect on the commerce of the nation that is upon the sea, that very instant will you feel the blow in your community, in your city, in your village and in your town. It is, therefore, up to you, no matter whether you come from the far interior, or you sit upon the seashore here, it is up to you, but, beyond all, it is up to the men who represent you in Washington to do their duty in the next Session, under the facts that have developed at Geneva, and to see that the United States of America, in every conjuncture, and under all circumstances, will be able, in the days to come, not only to protect its trade upon the ocean, but meet any man or any nation that comes to it in aggression against that trade or against this nation.

**THE National Exchange Club
Attendance Contest begins
January 1, 1928. The Extension
Contest is now on. Keep the
interest in both contests pepped
up in your Club. You can win
both cups.**

The 1928 Convention

Toledo's Chamber of Commerce Invites All Exchangites

A. R. KUHLMAN



To the Exchangites of the United States
My Fellow Exchangites:

As President of The Toledo Chamber of Commerce, I wish to extend greetings to the members of the National Exchange Club and a cordial invitation to come to Toledo for the National Exchange Club Convention to be held here during the week of July 22, 1928.

Toledo is always glad to entertain worthwhile conventions and it was indeed gratifying to learn recently that the National Exchange Club chose our city for its next meeting. Being an Exchangite myself, it affords me additional pleasure.

The Toledo Chamber of Commerce, together with the various luncheon and civic clubs of the city, wish to assure you that every effort will be put forth to assist in making your convention here most successful.

Looking forward with pleasure to the hope of personally greeting many out-of-town Exchangites at the coming convention, I am

Very truly yours,

(Signed) A. R. KUHLMAN,

President.

Be a Good Sport

Possess the Trait That Ever Wins

By EDWIN B. DOOLEY

An Address to the Exchange Club of New York

SPORTSMANSHIP! In this day when thousands pack grandstands and stadiums to enjoy the thrills of a game, all sports are receiving greater patronage than ever before. Young and old of all classes have become followers of the stars who match their skill in the ever-increasing field of sports.

It is a significant fact that in our enthusiastic participation in the many games of sport, we are, at the same time, adhering to a principle of virtue—that of good sportsmanship and fair play. This principle of sportsmanship is a virtue which may be applied appropriately to all phases of our daily life. In sport there lies a powerful and comprehensive medium through which those who indulge in it may be benefited and through which the world at large may be improved. With this in mind, you will understand the objectives of The Sportsmanship Brotherhood.

The Sportsmanship Brotherhood is an organization that has for its ideal the fostering and spreading of the spirit of sportsmanship throughout the world. It is not one of the numerous "holier than thou" organizations made up of broken-down school teachers and Sunday school superintendents. Rather it is representative of the highest type of sportsman and citizen that the nation boasts. Red-blooded, progressive and intelligent men have united themselves in the strong bonds of a noble purpose, and have contributed generously of their time and money. They feel strongly the need in the world today of a medium that is universal enough in its appeal to interest and include all nations. Certainly there is such a medium in the universal love and interest in sport, and if that medium is to prove uplifting and constructive, it must be fired with the spirit of fair play, and permeated with the code of sportsmanship.

The Brotherhood is supported by the generosity of its members and by pri-

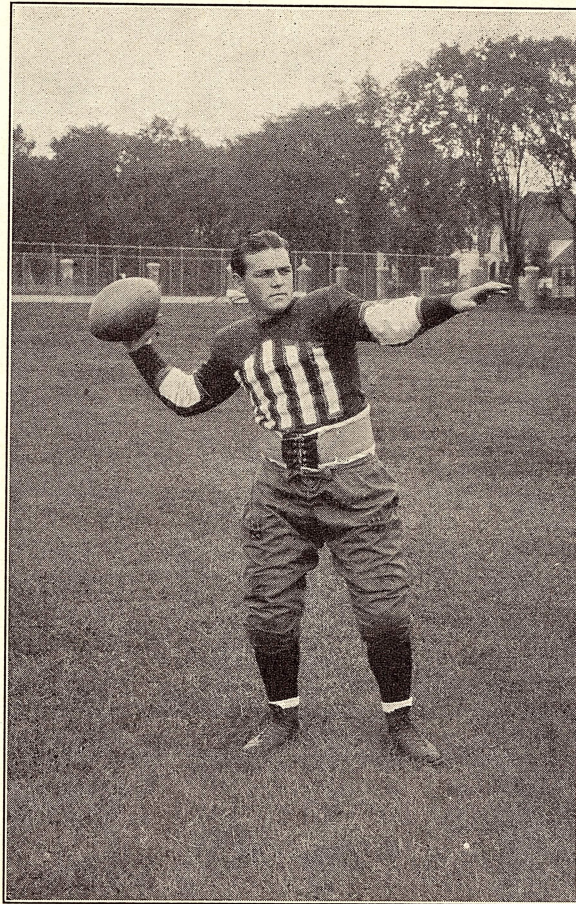
vate donations. It has no paid executives, save a secretary, consequently all its finances are employed to the best advantage. Numbering among its chief supporters are such notables as Mathew Woll, James G. Blaine, Devereux Mil-

has educated thousands upon thousands of high school students, and has given them a perspective on the true value of sports which they never had before. Sportsmanship chapters have been formed in the numerous high schools throughout the majority of the states, and before long every state will have benefited by a membership of its high schools in The Sportsmanship Brotherhood. After all, my friends, sportsmanship is not an inherited characteristic which a mother passes on to her child. It is a moral attitude, an intangible, yet perceptible, quality which, like honesty, goodness, and truth, must be taught to a person if he is to grasp their significance. That is why The Sportsmanship Brotherhood believes in educating all who indulge in sports, as well as those who do not, in the meaning and the value of sportsmanship or fair play.

I have mentioned that The Sportsmanship Brotherhood's object is to foster and spread the spirit of sportsmanship throughout the world. In endeavoring to do this, its ultimate aim is world peace. Now I do not want you to think me one who presumes that sportsmanship is going to prove itself the panacea of the world's ills. Nor do I think for a minute that the unfortunate antipathies which exist between the nations and which precipitate war and chaos upon mankind will melt away before the rapid expansion of the new ideal, Sportsmanship.

I am fully aware of the fact that the causes of war are virtually inevitable. Sometimes they are trivial, and sometimes they are intricately involved.

The fact remains, however, that most wars have been due to the feeling on the part of one nation that it was suffering an injustice from another. There is no need to enter here into the divergent reasons for such injustices. Injustices against nations may be due to whims of kings, or imperialistic tendencies, or unjust taxation, or slavery,



Edwin B. Dooley, All-American Quarterback, 1924

Mr. Dooley was a specialist in the forward pass at Dartmouth in 1924 and stands in football annals with such figures as Ted Coy, of Yale; Brickley and Ned Mahan, of Harvard; Gipp, of Notre Dame; Thorpe, of Carlsyle; Red Grange, of Illinois, and "Hobey" Baker, of Princeton.

burn, Daniel Chase, E. K. Hall, Preston Davie, Owen D. Young, Louis E. Stoddard, Franklin D. Roosevelt, Marshall Field, Dr. John H. Finley and many others equally prominent.

The method of procedure of The Sportsmanship Brotherhood is educational in its nature. During the past two years it has expended the greater portion of its energies in work among the primary and secondary schools of the United States. By means of literature on sportsmanship, the Brotherhood

or what not. But if all peoples and the rulers of peoples were sportsmen at heart, there would be no injustices, no unfair tactics, consequently no causes for ill feeling and war. Of course, I realize that such an aim is far-fetched, extremely idealistic, and not a little impracticable. And yet the dissemination of that spirit which tended towards such an ideal could not help but mould, in some way, the destiny of the world. In speaking of internationalism in connection with sport, I am reminded of a statement of the delightful author, John Galsworthy. He says: "Sport, which keeps the flag of idealism flying with the spirit of fair play, and regard for the advisory whether the fight is going for or against, is perhaps the most saving grace in the

world today. When, if ever, the spirit of fair play rules over international relations, the cat force which now lurks there, will slink away, and man emerge for the first time from the jungle." In those few sentences Galsworthy gives us a panoramic vista of the untold possibilities that lie in the medium of sport, particularly in relation to world peace. As an example of the definite work which The Sportsmanship Brotherhood is doing in an international way, I need but tell you of the instance in which a soccer game was arranged between the workmen of two different nations. The Sportsmanship Brotherhood sponsored a soccer match between the factory hands of Worcester in Massachusetts and the factory hands of the city of Worcestershire, England. The Amer-

ican team journeyed to England and played five soccer games with their English opponents. There were no prizes offered, for the games were played for the sake of sport and friendship through sport. Needless to say, the affair was a success. The Americans returned with an entirely different view of their English rivals. This year, the English teams will come to America to play the return matches.

This is but one example of arriving at a better understanding through sport. No less than 53 nations play soccer today, under approximately the same rules. International contests would certainly be of inestimable value between the teams of these different nations, providing they all abided by the rules of the game.

Exchange Stars in York Sesqui

City Re-lives Days of 1777 As Nation's Capital

EXCHANGE covered itself with glory on October 13, 14, and 15 in the prominent part it played in the 150th anniversary celebration of the time when York, Penna., was for 9 months the capital of the United States.

Of the three monster parades and the many floats participating, the only one to receive "Big City" publicity was that of the York Exchange Club, representing the White Rose of York, with pretty girls peeping out from the petals of the roses.

The Sunday Pictorial section of the Philadelphia Public Ledger carried the photograph shown at the right, and the float was the only one from the entire parade selected for the full page pictorial presentation of the review. Other service clubs participated in the affair but Exchange came to the front in its typically victorious fashion.

York's brilliant pageant and parades were held in the presence of many notables, including the Military Attache of the French Embassy, and former Lord Mayor of York, England. With pageantry by thousand of actors and choruses sung by eight hundred voices, and with rich variety of beautiful costumes, the drama portraying the founding of the American Federation was presented.

In 1741 the Governor of Pennsylvania bought lands from the Indians for the founding of the city. The settlers came and thrived, but there came a time of resentment toward the domination of England. At the call to arms, James Smith, of York, recruited his own regiment. The British Coat-of-arms was torn from the courthouse and York's Liberty bell was rung out for the Declaration of Independence.

Then came the year of 1777, when the Continental Congress, realizing that Philadelphia might be invaded by the British, transferred itself to York. It was here that the famous Articles of Confederation were agreed upon, with John Hancock as the central figure of the episode.

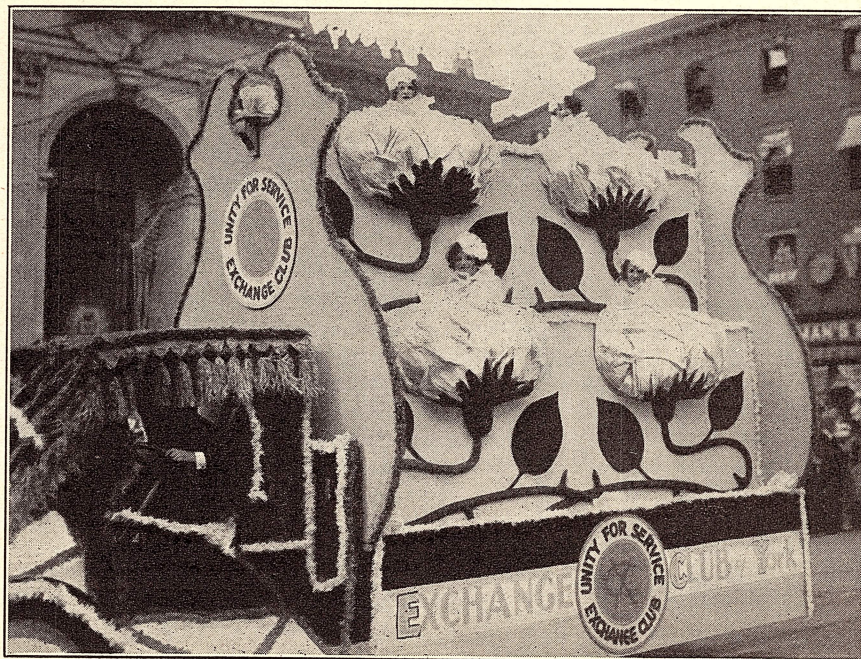
As defeat and distress discouraged the colonies, General Lafayette arrived and offered the aid of France. It was he who, with the aid of other friends, frustrated the plot to remove Washington from the command of the army. Then the French loan reached York, and proved to be a turning point in the revolution.

Victories came to the American troops

and offers of peace were made but Congress spurned anything less than independence. John Hancock returned to York and, in a spirited address, pointed out that victory was in sight. Congress adjourned and resumed its meetings in Philadelphia. Washington was elected president and visited the little city in a meeting of the nation's heroes.

The pageant portraying these bits of historical events required forty-five hundred participants, several major rolls and many minor rolls being filled by Exchangites.

The day on which the Exchange Club float appeared, the York Exchange Club was host to the Exchangites of Baltimore, Maryland.



White Roses of York, with pretty girls peeping out from the petals

Crime Prevention

The Domestic Relations Court as a Preventive

By JUDGE JAMES AUSTIN, JR.

Domestic Relations Court, Toledo, Ohio

STRICTLY speaking, courts cannot prevent crime. They deal with the offender only, and not with him until he has committed an offense. The steps for the prevention of crime must be taken before the Court is called upon to function. A crime is an anti-social act regarded as such a menace to society that it must be restrained and suppressed by great severity of punishment as a social defense. Many delinquencies are of far graver social concern and more seriously affect social well-being, but are not regarded nor treated as crimes at all. I shall, therefore, substitute the word delinquency, as it better describes the anti-social conduct in the prevention of which the Domestic Relations Court may become and is, in fact, a very valuable agency.

In Ohio the latest form of the Domestic Relations Court is that of a division of the Common Pleas Court, over which a Judge is specially elected to preside. The theory is to have the family relations all under the same control and thus prevent conflict of authority as to jurisdiction and conflicting orders concerning the different branches of the family. The Court is a combination of Domestic Relations and Juvenile Courts and also has the awarding of mothers' pensions. In round numbers my court disposes yearly of 2,000 divorce and alimony cases, 300 criminal neglect cases, 12,000 Juvenile Court problems and 500 applications for mothers' pensions. Neglect of children and offenses against minors are the only crimes, so-called, that come before the Court, and constitute but a small part of its work.

We have learned at last, that the attack on crime and delinquency must be made in the direction of prevention. The medical fraternity has shown that the greatest help in the cure of bodily disease is through preventive therapeutics. So will it be found in the diseases of the social body. The usefulness of the Domestic Relations Court as a preventive agency will be like that if the pioneer mountain guide, who discovers the dangers along the trail and sets the warning signs for those who are to follow.

Divorces, broken homes, rebellious youths, and impoverished mothers are

not so much diseases in themselves as symptoms of a disease in the body politic and, until we are able to discover in the individual, the family, and society the cause of the disease, we shall make no real gain in our conflict with the evils.

Thoroughly convinced of the necessity of this method of attack, with a view of possibly finding out some facts



Judge James Austin, Jr.

A member of the Exchange Club of Toledo, O., Judge Austin is noted for his Court for Delinquents and is a celebrated criminologist.

which would lead to the discovery of the causes of the evils the Court was treating, I kept a record of 1,610 cases heard consecutively, and will give you some of the facts disclosed by the records. Some of the inquiries may seem hardly worth while but, with such current remedies, urged with greatest assurance as uniform divorce laws, the making of marriage a religious sacrament, the reduction of the grounds of divorce (all of which may be reflected in future legislation), it seemed wise to be able to state facts rather than make vain assertions. Comparing the facts with the remedies for the evils so confidently proposed, we agree with Josh Billings that

"It is better not to know so durned much Than to know so gol durned much that ain't so."

Is the trouble with the state of Ohio marriages? There were 1,098 cases—

563 married in Ohio; 535 in 35 other states and 13 foreign countries; 51% in Ohio; 49% in other states and foreign countries.

Are marriages with a religious sanction more enduring than civil marriages? Of 1,007 marriages, 645 (64%) were by clergymen, 362 (26%) were by magistrates. Of 525 marriages, including 1,050 persons, 398 (37%) persons professed no religion; 63% held religious faith; 510 (49%) claimed to be Protestants; 126 (12%) claimed to be Catholics; 16 (2%) to be Jews. Of the men, 42% claimed to be religious, and of the women, 58%.

Do children help to perpetuate the marriage relation? Of 1,085 marriages, 610 (56%) were childless; 475 (44%) had children; 996, children involved; 227 had one child; 125 had 2; 1 case had 13 children.

Have complexions anything to do with it? In 233 cases husband and wife were both brunettes; in 104 cases both were blondes; in 91 cases the husband, only, was a brunette; in 149 cases he, only, was a blonde; in 324 cases the wife, only, was a brunette; in 253 cases she, only, was a blonde. All of which may help to solve the question: Do blondes prefer gentlemen or gentlemen prefer blondes?

When does the danger arise in married life? In 1,085 cases, 504 (46%) had serious trouble in less than one year; 333 (30%) in three years and more than one year. Six quarreled the first day, 1 the third, 2 the fourth, 37 the first month, and 458 the first year.

When I pondered over the short duration of life in these dreamlands, I could not refrain from repeating the epitaph on the tombstone of a three days old baby in an ancient New England cemetery:

"Since my short life was so soon done for
What in the world was I begun for?"

How well did the parties know each other? Of 1,030 cases, 743 (72%) were acquainted one year and under; shortest acquaintance was three days.

Are folks marrying at too early an age and too often? Of 1,077 cases, 84% of women married at 30 years and under. Of 910 women up to 30

years, 54% married from 17 to 21 years of age. One woman was 11 years old when married, 2 were 13, 9 were 14, 20 were 15, 60 were 16, 149 were from the same age to 14 years older than the husbands. There were 193 husbands and 357 wives who had been married before. In 6 cases it was the second divorce of the same parties. It was the second divorce for 15 women and the third for 4 women, the second for 18 husbands, the third for 2 husbands. It was the fourth divorce for 1 husband. The fourth divorce of the husband was also the third for the wife.

The present difference between old polygamy and up-to-date monogamy appears to be that men now drive their wives tandem instead of abreast.

How far is the trouble economic?

Forty-six per cent of the men earned \$30, and under, per week, 26% earned \$30 up to \$40.

What causes appeared for the divorces? In 2,133 cases, the following were factors: Gross neglect of duty in 945 cases; extreme cruelty in 469; willful absence in 260; adultery in 264; drink in 157; imprisonment in a penitentiary in 15 cases; bigamy in 5; syphilis in 11; impotency in 3; sex perversion in 2; drug addiction in 2. Gross neglect of duty in 95% of the cases was really non-support and, coupled with the amount of income above stated, shows that Byron, a more than connoisseur in the art, was not too cynical when he wrote

"Love in a hut, with but a single crust
Is, love forgive us, nought but ashes,
dust."

IN A great industrial community, such as mine, divorce is not, as many seem to think, a luxury for the idle rich, but with us seems to be a necessity for the economically poor.

The stern, harsh facts of life presented to me in more than thirty years of Judicial experience with the delinquencies of men and women, supported by the data such as I have gathered during a short period of that experience, have given a cruel blow to many a smug conviction I inherited without question from my Puritan ancestors. The Domestic Relations Court has shown me that, in the relations of the sexes, the home life built around this relation and the youthful life of today, we are undergoing a great revolution of thought and conduct. A generation is growing up who will not be able to read "The Cotter's Saturday Night" without a commentary, and to whom the "Deserted Village" will read as strangely as the story of "Ur of the Chaldees." The trouble with the youth of today is that they are finding it difficult to adapt themselves to life in a

world of changing standards and morals. The same is true of their elders. Many of the evils of today are but the growing pains in the struggle for adjustment to the world of day-after-tomorrow.

We have established a Conciliation Department in our Court where both parties may come and, in private, make a frank confession of their troubles and see if there cannot be an adjustment. About 1,000 cases are considered every year. The object is to prevent the tragedy of a broken home and we are able at least to defer that disaster in 60% of the cases. When the record shows that in a survey of 19,879 children who were dependent on public aid in nine states, only 5% were real orphans, 30% had one parent living, and 65% had both parents living, it seems clear that the guilty party in the tragedy of a broken home has often done a greater wrong to the social order than many a murderer or thief.

THE EXCHANGE CALENDAR

A CALENDAR of important coming events in Exchange activities would be a helpful reminder, if published monthly in THE EXCHANGITE. Beginning with January, with your cooperation, we shall endeavor to maintain a calendar of all State, District, and other important meetings scheduled to be held from month to month. You are urged to send announcements in at once.

There is no single cause for divorce, but there are greater and lesser ones, as shown by the statistics. The Toledo Court is in a great industrial community and the causes may be different from those in an agricultural section. I would place the economic factor as the chief cause of our trouble, not only in itself, but as the source of other secondary causes. We have saved many families by getting out a pad and pencil, figuring out a family budget and showing a couple how to live within their income.

Another great source of evil is ignorance about life. Eighty-four per cent of the girls were married under 30 and 54% from 17 to 21. The boys were but little older. Into no other contest—athletic, artistic, educational or whatever it may be—would we, or do we, send our youths without instruction as to the rules, how to play the game together, and the necessary mental and physical training, expecting them to gain a victory. In the greatest struggle, the most important act of

their lives, we allow them to enter ignorant, untrained, uninstructed and yet, stand appalled at their defeat and disaster. In every eighth grade, high school and college there should be a thorough instruction of boys and girls in the meaning of marriage and how to live happily though married. To learn that $a+b=c+d$ may be a mental culture, but the mathematics of a family budget is a better and far more useful one.

HAVING found the cause of the trouble, it is often surprising how simple is the cure. I have restored happiness to more than a score of jarring couples by inducing husbands and wives, mostly husbands, to take a warm water bath with lots of soap.

Then, too, our young folks should be induced to put off assuming the duties and responsibilities of married life until they have enjoyed the pleasures of youth and early manhood and womanhood and are able to live unworried by financial burdens.

Another way of preventing much trouble is to consider the rights of the unborn child: to be well born, born when wanted, and well cared for after birth. Ninety-five per cent of the cases heard by me are uncontested. In 95% of the remainder, both parties want a divorce but quarrel over the children or property. In the former case, I find myself wondering if it would not be better to have free divorce in name, as well as in fact, in that class of cases. It would leave the Judge much time to devote to better business and save the court stenographer the labor of piling up reams of—shall I say perjured testimony—no, rather—exaggerated imaginations.

After all, the trouble is not too much divorce but too little proper marriage, and the bettering of the situation rests upon raising the ideals of the contracting parties, as to the true marriage relationship. So long as marriage is contracted on slight acquaintance, based largely on the sexual appeal and founded upon an insecure financial basis, just so long will the evil of divorce remain a serious problem in our basic social life. But when woman shall no longer regard man as her lord and master and man no longer regard her as a clinging vine and adoring slave—when marriage shall become a union of free and equal partners, where equality of rights does not mean identity of functions, when after the glamor of sexual appeal shall wane (as perforce it must) there shall yet remain a true love and affection founded on a common ideal, cheered by a common hope and sustained by a common will to enlarge and enrich the lives of each

(Continued on page 31)

The Spirit of Exchange

The interpretation of the word Exchange in business life is that of parting with something in return for its equivalent. Our interpretation of Exchange is the giving of self for the privilege (in return) of serving others; of parting with selfishness and receiving in return the satisfaction of discharging our duty to our Fellow Man, to our Community and to our Nation.

The Purpose of Exchange

The purpose of Exchange is so to adapt ourselves by right thinking, that we may merge individual ability and advantages into public good, and thus achieve that happiness of soul always a result of unselfishness, and only acquired through the benefits we give others.

My Covenant of Service

Accepting the divine privilege of single and collective responsibility as life's noblest gift, I covenant with my fellow Exchangites:

To consecrate my best energies to the uplifting of Social, Religious, Political and Business ideals;

To discharge the debt I owe to those of high and low estate who have served and sacrificed that the heritage of American citizenship might be mine;

To honor and respect law, to serve my fellowmen, and to uphold the ideals and institutions of my Country;

To implant the life-giving, society-building spirit of Service and Comradeship in my social and business relationships;

To serve in Unity with those seeking better conditions, better understandings, and greater opportunities for all.

[Officially adopted by the National Exchange Club]

Give The Devil His Due

When You Give a Quotation Name the Author

By DOUGLAS MALLOCH

"The Poet Who Makes Living a Joy"

IN GOING up and down this broad land of ours (broad in size if not always in thinking), and addressing the Exchange Clubs and other service clubs of the country, I have had to listen to a great many speeches, including my own.

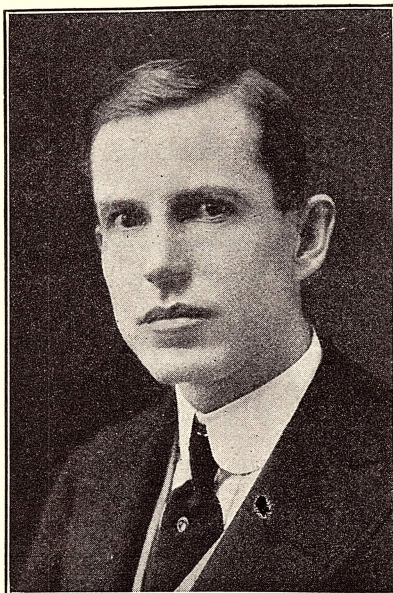
When the editor of THE EXCHANGITE wrote me and asked me for an article for this December issue, the first thing that popped into what I am pleased to call my mind was the phrase that appears at the top of this page, "give the devil his due." Because, I am sorry to say, all speakers do not.

I do not mean to be profane, but the devil to whom I refer is the poor devil known as the author. I recall, for example, an occasion at a Detroit service club ladies' night, when a speaker who preceded me quoted four poems in the course of his remarks without mentioning the name of the author—and one of them was a poem of mine.

Now, when a man makes a speech, it is assumed that the thoughts he expresses are his own. If he quotes some other man's words without saying whose words they are, from the author's point of view, he is doing the same thing he would be doing if he went out in the cloak-room and adorned himself with some other man's garment.

We all recall the story of that famous check-boy in a New York hotel who was noted for remembering every man's hat. As a matter of fact, he used no checks at all, because all you had to do, when you went into the dining-room, was to hand him your hat, and when you came out he would give you the same bonnet. On one occasion, President Elliot thought he would have some fun with the old colored fellow. When he was handed his hat, he turned to the man and asked: "How do you know this is my hat?" "I don't know," was the reply. "Then why do you give me *this* hat?" "Because it is the one you gave me."

When you make a speech, the audience assumes it is your speech, and if you use so much as a line of another man's prose or a couplet of another man's verse without giving him credit, then you are doing—well, something that is entirely out of keeping with the spirit of Exchange.



Exchangite Douglas Malloch

Mr. Malloch is president of the Society of Midland Authors and his daily poems in the newspapers, syndicated by the McClure Newspaper Syndicate, of New York, are familiar to Exchangites throughout the United States. He is the author of "Today," the world's most widely known poem by a living American.

I know this is a rather common practice and that it is done without thinking. Therefore, as an author, I want to ask you to think of an author's property rights. If that which a man writes were not property, then we would have no copyright law. Fair-minded men do not obey a law merely because it is the law but because it is a principle. In other words, most of us, primarily, want to do what is right.

Of course it is not always easy to give credit. The story Smith tells you

on the street is not likely to be Smith's story, because he probably got it the way you are getting it. You may not know where it came from, any more than I am able to tell where the Elliot story came from, but if you know whose story it is, in whose mind it originated, or can find out, certainly it is little enough to say whose it is, and if the story is of service to you to at least pay that much for the service.

To get back to the subject of the author, the thing he produces with his pen is quite as much his property as the thing the manufacturer produces in his factory or the thing the merchant buys and puts on his shelves. You would not think of using the product of the factory or the goods from the store without at least saying "thank you." In fact, you would probably ask permission before you used it at all.

This brings me up to the matter of use of another man's product in printed form. If a thing is copyrighted, you have no legal right to reprint it without permission of the owner of the copyright; and even if it is not copyrighted, you of course have no moral right to use it without the author's permission. It may happen you do not know who the author is, but if you wish to use it, then the burden is on you to find out who the author is and what he thinks about it before you do.

Remember, I am not talking at all about the possibility that you will get into difficulty because of violation of the copyright law. You are not interested as much in doing what is legal as you are in doing what is right. And especially, of course, if you are going to use an author's product for your own profit, in your advertising, on a blotter, in a book or in any other such manner, you will want to pay the author something for the use of it.

The property rights of authors are being constantly violated without anything happening to the violator because the author does not know of the violation, or because, as Louis Untermeyer recently wrote me, "No author can afford to employ lawyers to defend his rights." But another of the principles of Exchange, I believe, is to defend the rights of those who are not present or cannot defend their rights themselves.

HERE'S NEWS!

IN each of the coming issues of THE EXCHANGITE will appear features that we believe will cover practically all of the interests akin to Exchange. The Exchangegrams Cartoon will appear as a regular feature, and in our January issue will appear the famous poem "Today" by Douglas Malloch. The article on "Great Men and Exchange" by Clayton J. Wratten will also be featured in our January number.

Thy Christmas Morn

By Exchangite Lew Williams

The Buckeye Poet



*As you sit in your home Christmas morning,
'Neath your roof tree of plenty and cheer,
And glad childish laughter
Rings up to the rafter
And all whom you love are near,
If you know you've made someone else happy,
Some child, mayhap, sad and forlorn,
And its soul you have brightened,
Its burden you've lightened,
Blessed will be thy Christmas morn.*

*Somewhere a child will be weeping;
Somewhere a mother will sigh,
When Carols are singing
And Christmas bells ringing,
While Santa Claus passes them by;
Of such are the Kingdom of Heaven;
In a manger the Christ Child was born;
If you have brought gladness
To a heart filled with sadness,
Blessed will be thy Christmas morn.*



The Soul of Exchange

No Movement Can Exist Unless it Has a Soul

By J. B. MERRILL

An Address Delivered at the California Convention

IT WAS my honor and my privilege to have, probably, as much to do with Nationalizing Exchange as anybody living today. I can well remember, with pleasure, how Dr. Harpster and I organized our own Club in Toledo. It was a great joy to watch it grow in membership and comradeship, which nearly all Clubs enjoyed.

I can remember, when the proposition came up to nationalize Exchange, how we met in Dr. Harpster's office, covering his old lounge and the tables and everything else with enthusiasm which possessed us at that time.

Enjoying Exchange, as we did, we wanted to give it to others and so we called, in 1917, just ten years ago, a meeting of the only four Exchange Clubs in existence at that time—Detroit, Toledo, Cleveland and Grand Rapids.

We met in Toledo in July, 1917, talked things over and the four Clubs then existing decided to take the stand to give Exchange to the world. We appointed our committees on the Constitution. We worked hard to work out a motto which we could carry with us and which would stand for service. As a result of an overnight contemplation, and real prayer, the members of those four Clubs finally worked out this blessed motto of ours, "Unity for Service."

It has been a wonderful experience to watch the growth of these clubs. I can hardly express myself in that regard. My heart swells up when I think of the years of growth of Exchange. I have felt that if Daddy Berkey could be here and see the growth of Exchange, and what it means, he would realize that it had a soul.

No movement can exist unless it has a soul. It is the unseen laws working in this unseen world which propels things on.

I once remember listening to Sir Oliver Lodge, that English Scientist, as he stood on the platform, about six feet four, with a head like a half-bushel and an eye penetrating into the future like a powerful telescope, as he discussed the divisibility of man. He said it is only a little while ago that we thought the atom was the smallest thing there was in matter. Now we have discovered, with more powerful glasses, the electron and we find, in that unseen world, the same laws existing. Down

there are those little vibrations taking place, among the electrons, the male and the female, as it were, the positive and the negative, performing their duty and functioning just as they do in the world where we see things with our own eyes. He says that it only takes a little stretch of the imagination to see that farther back in matter, farther back in the universe, are those laws working yet which we hardly understand. So, today, we have the radio which covers all distance. It is amazing to think of the things that have been created in my short lifetime.

If I had time I would like to read an account of an incident that occurred in our own State where a Committee, at Lancaster, Ohio, asked for the use of the schoolhouse in order that they might discuss the advantages of bringing a steam railroad into Lancaster. The School Board turned them down and finally the Board said, "There is nothing mentioned about it in God's word at all. If people want to travel at the excessive rate of fifteen miles an hour the Lord would have said something about it in the Good Book. As He didn't, it is a tool of the Devil leading down to Hell," and they refused the use of the schoolhouse for that purpose. That occurred about the time of my father.

We have made great progress today in this land, with all the progress of science, yet have we kept up with the real spirit of progress in the spiritual side of life?

It has been referred to here today that the soul of service has taken hold of men today. I wish I had time to tell you something of what occurred in our own membership, where men have come, in the spirit and soul of Exchange, and bared their innermost thoughts.

During my administration, ten years ago, a man, one of our members, came into my office. He asked to see me. He led me down the warehouse, a large one, and I stopped him and said, "Frank, what do you want?" He replied, "You may be surprised." I said, "Shoot!" He said, "John, I am engaged to a girl. She hasn't any parents, and no one but an old grandmother. She lives way down below. I haven't a living relative on earth that I know of. We have decided to be married. I haven't any friends excepting just my dear Exchangites. We talked it over last night

and we were wondering if we couldn't have our wedding take place in the Club and be married by the Club?"

We have always been liberal toward the ministers in our Club. We generally have six or seven. I told him it would be all right, as far as I was concerned, but that I would bring it up before the Board of Control. I did. They were unanimous for it and I reported their decision to this man and told him to set the date. They set the date. Dr. Allen, the oldest preacher in the club in the way of membership, was designated to tie the knot; the other five ministers took a hand in the wedding. It was one of the most sacred ceremonies that I have ever seen. I had to give the girl away. I had given some of my own away and I knew how. I assure you that I did it with the same tenderness that I did my own daughter. Our baker made them a seven-story wedding cake. We gave them a chest of silver, far better than I ever had. The minister told of how they came in friendship and comradeship and asked that this solemn step in life might be held in the presence of his own friends in the Exchange Club. The spirit that was manifested that day was the soul of Exchange.

One of our Past National Presidents, Dr. C. M. Harpster, was a very dear friend and a neighbor of mine. He was very much loved by our members there in Toledo. We called him "Charles." He had a Summer home near mine. Just about a week before I left my Summer home his wife came over and said, "How long are you going to stay away?" I said, "We are going next Tuesday. I am going to San Francisco to attend the Convention." Tears began to stream down her face. She said, "How Mel would like to be at the Convention. He loved the Exchangites so. All during last year, when he was laid up at home, and before the Atlantic City Convention, he wanted to be told about the Convention and he was so sorry that he could not go." She said, "You don't know, John, how much I miss that fellowship which we got out of Exchange."

I have here, just a little piece of coral that some missionary gave my mother-in-law a long while ago. On that little prong there are over ninety little cells, the remains of lives which have been

(Continued on page 31)

The Extension Contest is On!

With the Thomas L. Bailey Trophy as Prize

Closing Date is July 22, 1928

THE Exchange Club extension contest for this year is now on, and the Club winning the most points by the opening of the 1928 convention will be awarded a beautiful trophy by Immediate Past President Thomas L. Bailey. The trophy is named in Mr. Bailey's honor, as was the Charles A. Berkey Cup of last year's contest, which was captured by the Exchange Club of Long Beach, California.

This trophy should be the most highly coveted trophy of all those presented to Exchange Clubs, because it signifies the actual attainment of our motto, "Unity for Service." It is emblematic of service given to other communities and National Exchange as well. And what greater contribution to National Exchange can local Clubs make than to build new units for the expansion



of our great organization? The contest is certain to be one of keen interest. Stir up pep in your Club and make the contest and Exchange extension one of your projects for this year.

Points for the contest are scored as follows:

100 points for each new Exchange Club formed by an already existing Exchange Club without assistance from National Headquarters.

50 points for each new Exchange Club sponsored by an already existing Exchange Club with the assistance of National Headquarters' Representative.

As we now stand, nine Clubs have contributed to the formation of new Exchange Clubs since the Annual Convention at San Francisco. It will be interesting to see how fast the total will increase each month. Cleveland, Mississippi, is in the lead now. Who will be next month?

As We Now Stand

Cleveland, Mississippi, 100; Cliffside Park, N. J., 50; Highland Park, Mich., 50; Macomb, Illinois, 50; Manasquan, N. J., 50; Paterson,

N. J., 50; Quincy, Illinois, 50; Red Bank, N. J., 50; Tuckerton, N. J., 50. The standing of clubs will be printed each month.

Honor Rolls

In Recognition of Service Rendered in Forming New Clubs

Club Honor Roll

Macomb, Illinois; Manasquan, N. J.; Highland Park, Mich.; Paterson, N. J.; Cliffside Park,

N. J.; Cleveland, Miss.; Quincy, Illinois; Red Bank, N. J.; Tuckerton, N. J.

Individual Honor Roll

Percy W. Yard and C. O. Miner, Macomb, Ill.; G. Roland Moore and Wm. T. Norris, Manasquan, N. J.; Robert Donovan and Wm. I. Spain, Red Bank, N. J.; Carrol R. Cox and Granville M. Price, Tuckerton, N. J.; Burt A. Hatch and

Geo. H. Ruhling, Highland Park, Mich.; Clarence L. Cueman, Paterson, N. J. and T. J. Haviland, Ridgewood, N. J.; John S. Diehl and Nelson Neumann, Cliffside Park, N. J., Loren C. Cox, Quincy, Illinois.

Social Ideals of Exchange

Objectives to Help the Other Fellow

By JOHN W. HULING

An Address Delivered at the California Convention

NO INDIVIDUAL and no organization can attain a very great measure of the success of the kind that enables them to leave something from which posterity will benefit unless the life of that individual or the life of that organization follows the pathways that lead to ideals. Ideals are the objectives that lie at the end of all the roadways of progress of human endeavor and it is the life and the struggle encountered along those roadways to ideals that puts stamina in the human race and that makes succeeding generations better than the past.

No one will challenge the statement, I believe, that without ideals an individual or an organization will be as a ship without a rudder, going somewhere but no one knows where. It requires a definite objective to arrive anywhere worth while. What is true of the individual is true of an organization, business, political, social or otherwise, and what is true of organizations is true of our own organization, this wonderful nation-wide Exchange Club of ours that we all love.

We must have ideals, and we have ideals. The committee has wisely divided these ideals into four different heads and my concern, for a short moment, will be with the "social ideals of Exchange." I said, "concern," and I mean "concern"; not concern with our having ideals, social ideals, for I know that we have them; not concern with what our record shows about the way we have traversed the road toward those ideals, but concern as to whether or not, with the tremendous and phenomenal growth of our organization we can, in this day when nearly every day produces some high light of human achievement, so concentrate our effort and unify our action that Exchange will leave upon the tablets of history the kind of a record that we hope that it will leave.

I have taken the liberty of dividing the subject of "Social Ideals of Exchange" into four heads. I submit them as mine—they are original—just ideals and you may take them or leave them.

The first ideal I think we should have is that of the finest, highest, standard of American manhood and citizenship among our own membership. If we are to lead we must lead exemplary

lives. If we are to have people go our way we must show them the way, not tell them the way. We must do, rather than talk.

The second maxim is to develop sound minds, healthy bodies and useful lives in this and each succeeding generation.

A NOTICE TO EVERY EXCHANGITE

UNUSUAL effort has been made to get the contents of the annual reports of the National committees to the entire membership. We can prepare, print, and forward but cannot make anyone read them. These have been mailed out in pamphlet form and re-printed in THE EXCHANGITE. At this time we wish to call attention to the report of the Committee on Education. This was printed in the November EXCHANGITE. Have you read it? If not, will you do so and then write the chairman of the committee, W. J. McKone, what your reactions are? Do it now! This will show first that you read the report. Then it will indicate your willingness to do your part in Exchange. Finally, it will provide a wealth of material, of suggestions, of new ideas which will be of inestimable value to our work. What a glorious achievement if everyone will do this little thing right now before it is forgotten or the spell has worn off. It is up to you, fellow Exchangites, do not fail us.

That embraces the work that we do in rehabilitating the sick and injured in giving everyone a chance to enjoy life with as good a physical and mental equipment as he can secure by our effort.

The third is the highest standard of understanding, tolerance and confidence among men and among all nations. That means association with our fellowmen because by meeting men we learn to know them and suspicions and prejudices disappear. Where there has been so much turmoil, had they had ideals, confidence in each other, the suspicions

and bickerings and differences would long ago have melted away and there would be serenity and peace where there is constant turmoil and trouble.

The fourth is equal opportunity for education, progress and enjoyment of advantages by everyone whether of high or low estate. That embraces our activities in giving the under-privileged child a chance, not to the point of seeing that he actually acquires an education, but that he has the opportunity and an equal opportunity in that respect in this world.

Those four social ideals, I believe, are very comprehensive and embrace about all we can do and I think that is about all the Exchange Club, or any organization, could aspire to do. But having these ideals is only the beginning. The possession of those ideals is merely hollow and empty. We must add to the sum total of human happiness, knowledge and progress. We must have, in addition, ideas as to the way to traverse the roads to those ideals and, most important, we must have that sincerity of purpose, that will to do, that concentrated energy that makes every member of every Exchange Club get behind every movement that will help us get nearer to those ideals.

All this depends, not upon the efforts of your committees, not upon every club as a club, but upon the efforts of you and me as individuals. When you get back to your home club, and when I get home to mine, we should go somewhere by ourselves and covenant with ourselves something like this: Realizing that I am comparatively fortunate, as evidenced by my membership in the Exchange Club, I promise that I will try to discharge my responsibilities to those less fortunate than myself, to make the lives of those less fortunate than myself happier. I realize that my efforts alone would be feeble, but combined with the efforts of tens of thousands of men like myself, there is nothing that cannot be done. I am going to do this because I know it is right, because I know that the key of service is the only key that unlocks the door to happiness, and I am going to do it for a selfish reason because I know that I will gain more, in the conscientious work of this kind in Exchange, in personal pride and satisfaction, than the sacrifice will be worth.

Religious Ideals of Exchange

The Impelling Force that Motivates Good Deeds

By REV. H. J. GLENN

An Address Delivered at the California Convention

I TAKE it that of all the subjects that have been assigned under this Department of our Exchange Club Program this is probably the one that would arouse questions in your minds as to whether it is altogether proper for us to consider questions of a religious nature in a Convention of this kind. Religious questions are related to politics, I think, in only one way and that is they are usually taboo in a Convention of this kind.

I think I am going to define religion this afternoon, my fellow-Exchangites, something like this: Religion is an acknowledgment of, and the attitude toward, the Supreme Being and the acceptance of the responsibilities and relationships toward our fellow-men that must necessarily result from such a proposition. You will notice I have said nothing about the church, about the holy realm of the ecclesiastic. It is only our relationship, a positive attitude toward something we feel, and the acceptance of the duties and responsibilities that must necessarily flow unto that being, and unto our fellow-men as a consequence thereof. On that basis we can formulate two or three purposes or ideals that we can use our fellowship in the Exchange Clubs for the purpose of deepening that spiritual attitude toward that Supreme Being and toward each other.

There is, in the bosom of us all something that we call reverence, something that we call faith and love and hope; something which we call love, that all-including grace and virtue. We realize that these things in our bosom do sometimes call for expression and we have observed, my friends, that the giving of expression to these things has always blessed our fellow-men and the world. This is religion. There is that feeling of human fellowship and no function of human fellowship should be foreign to Exchange. In this sense, I think, the Exchange Club can have ideals, and we can help each other to broaden and to deepen the spiritual side of our nature so that out of that deeper spirituality might come a broader, a deeper stream of faith, hope, love and fellowship, helpfulness, understanding and service.

Then, there is always a moral order in life. The history of religion shows us this fact: That always with the rise of

any religion there has arisen side by side a moral code of ethics. In fact, the history of morality in this country, or in any country, can be said to be the history of religion. They are not identical, but they cannot be separated. The religion that does not express itself in a moral order is not a religion and one can also question the stability of any ideals of morality that are not backed up and given a foundation of a deep spiritual viewpoint in life.

I sometimes fear, my friends, for the future of the world if once we lose sight of the fact that there is a moral order, that right is right and that wrong is absolutely wrong. Once we begin to break these moral concepts, these spiritual concepts of life, it is like creating a run in a weave—it goes the full length and breaks up the strength and the stability and we know what the result will be.

Sometimes we look around about us upon life as it is being lived today, and as it is being expressed, and we fear for the permanency of those high ideals of the moral order. I fear that the result of it all will be something that we hardly dare to think about. Civilization cannot live without this truth being centered deep down in the hearts and minds and souls of our citizenship. It can live only as long as we believe in and live in accordance with these highest principles of a moral order. With religion gone I do not know whether we can retain the ideals of a moral order.

I thought, at times, that it had its bearing also upon the welfare of our Government, that there is a patriotic side to it. In political science it is a generally accepted principle that, other things being equal, that Government is the best form of government for a given people, at any given time, which brings about the finest degree of discipline among that people. We are a democracy; we govern ourselves. If that principle of government is to hold we must also learn to discipline ourselves.

The genius of a democracy is not the big blue coated policeman with a club in his hand and a revolver in his belt. That is the genius of a monarchy.

The biggest problem that the American people today is confronted with, we

are sometimes told, is the problem of the rising tide of criminal lawlessness. The report of the American Bar Association, for last year, told us that the United States of America was the most lawless nation in the world and they supported that assertion with statistics in abundance. I doubt most seriously whether that is the biggest problem confronting the American people. It is not law enforcement by compulsion, but law observance, that is, law observance by choice that is the largest task that confronts the American people. That means to create in the hearts and minds and souls of the American people the will to obey, to create in them the desire to obey the laws which they themselves make—the desire to bring about in the hearts and minds of our people that will to obey. We look to our schools and our universities, which represent enlightenment and intelligence among us, to teach our children to love our country and to choose to obey the laws which they themselves have made, but we need more than enlightenment.

A few years ago the educators of our country met in the City of Denver. The one thing that came out of that session of the National Association of Education was this: We must find a moral dynamic that will give people, not only the desire, but also the ability to abide by these higher principles of life. There is but one really dynamic in life and that is the spiritual. I believe, with all my heart, that religion is the greatest dynamic that the soul of man has ever known.

Five thousand years ago there was a young man, in the lap of luxury, who arose from his temptation and said, "How can I do this great wickedness and sin against God?" What we need today is some such dynamic as that, a dynamic of a vital religion which will enable a man, in the privacy of his own heart and conscience, to say "No" to temptation, a will to do the right thing even though every fiber in his make-up is trying for the opposite, that one thing which we must instill into the American people if the American democracy is to live.

I believe, with all my heart, that while a monarch can live without religion, I do not believe that a democracy can. We must be able to discipline ourselves.

(Continued on page 27)

They Otta Pass a Law 'Ginst It

By DR. JOHN FASSETT EDWARDS

YES, that's what every doggone politician says who fights his way into legislative halls, there to perpetrate his foolish laws upon a long suffering public. "They say" (the wisest people known in captivity) that all of us break at least fifty laws every day, usually innocently. The writer believes that he personally breaks at least thirty, disclaiming any particular activity in this line of endeavor owing to the infirmities of age and his rheumatiz.

During the past session of the legislature of this noble State, we added 898 new laws to our already bulging books. 971 bills were introduced in the Senate and 1294 in the Assembly, so hurrah for Governor Young and the relatively small number that got through! But that's far too many. We can't possibly need them; and without doubt a very large proportion of these new laws are downright silly and quite impossible of execution.

Laws are made for the government of our body politic. They should govern great principles, not daily minutae. But it is our opinion, spoken beneath the rose, that in practice they most generally are a dingbusted nuisance. A

big share of our new laws these days are unblushingly intended to be monuments to the legislator who sponsors them, that he may go down in history as the author of such and such a noble law. Yes, may they go down, way down, as far as possible. Most such folks ought to be ashamed of themselves instead of trying to burst into history.

If you will forego the veneration which often accompanies age, a law of 1623, in Massachusetts, still stands on their statute books, to the effect that women shall not wear sleeveless gowns or those with sleeves of diaphanous materials. Such a law is utterly silly to us today, yet the serious minded Puritan who introduced such a bill likely thought his law the quintessence of wisdom. Many examples could be cited of similar foolish legislation. There is a law standing on the books of a mid-west state to the effect that when two trains come to a crossing neither shall procede until the other shall have passed. Think that over.

What we need and want is a bravely intelligent and vigorous exercise of the repeal function, to clean up the *silly* laws,—as such we opine at least one-

third might safely be catalogued.

It ought to be said in extenuation of some of the new laws that their sponsors weakly or unwisely—or both—yield to requests from the folks back home for the passage of legislation which more often than not is quite uncalled for or downright absurd.

Rot! Let's get out the old axe and amputate a large percentage of the present legal regulations and then pass a law (there you go, yourself) that every future enactment shall carry in it a clause limiting its time of duration, and let's make them short. Our rapidly changing civilization will make most laws old within a decade or even less time.

Less badly conceived and ill-digested law would be a social tonic, would perhaps restore our greatest civic loss, respect for law, now painfully lacking. Listen to the words of William Penn, that genial Quaker who made Pennsylvania: "Governments, like clocks, go from the motion men give them; and as governments are made and moved by men so by them are they ruined too. Wherefore governments rather depend upon men than men upon governments."

Preventing Bolshevism

By G. R. MALONE

SEVERAL year's experience in teaching patriotic American citizenship, including the best methods of winning America's richest blessings for the individuals and families from every foreign land, convinces me beyond all doubt that this work if pushed with vigor and in Christian love and sympathy in every industrial city would do more to overcome bolshevik tendencies than could be accomplished with ten times the money used in any other way.

As a part of this work the foreign-born from every land should be made to understand that every manufacturer, business man, preacher, teacher and in fact every citizen worthy the name, is a sincere friend of every foreign-born person who comes here with a patriotic determination to support our constitution, obey our laws and respect our flag, and that we are all equally anxious not only to place every American blessing within his reach, but to assist in every possible way in making these blessings his very own.

Instead of a spirit of criticism and

unkind feeling so often shown to foreigners on account of their dress, national characteristics, lack of education or other weaknesses, all should be made to feel a true Christian spirit of love and appreciation emanating from every American heart for what they have done and are doing to make this the greatest industrial nation of earth.

With such a spirit, continuously shown them from the time they land upon our shores their reciprocal love and gratitude would be unlimited and they would stand by us with hearty new-born enthusiasm in making and keeping America the light of the world for all time.

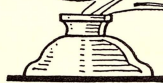
If bolshevism ever gets a hold in this country, and I understand there is a well organized and ably financed movement in that direction, it will be because American manufacturers and business men have not enough foresight and genius to cooperate in organizing and directing the religious and educational forces upon lines that would be as sure to undermine and overthrow bolshevism

as the golden rule if carried to its limit would eradicate selfishness.

While I am not an alarmist, it must be obvious to all who reason that if these who should be actively interested in educating the great masses of foreign-born in our large cities to highest planes of patriotism, remain as inactive as at present, while the well organized backers of bolshevism and anarchy keep all grades of agitators in the field distributing their literature "knee deep" and representing themselves as the devoted and self-sacrificing friends of labor and all employers and business men as enemies of the common people, there may be more danger ahead than most of us believe.

Someone has said, "It is easy to count the seeds of an apple, but impossible to count the apples from a single seed." Would it not be well for those who are profoundly interested in our country and her institutions as planned by the fathers of our republic to visualize the danger and act accordingly?

EDITORIAL



New Members

EXCHANGE has such a tremendous program that it is difficult for us to know just what part of it is the most important. Indeed, the interests of Exchange are quite multifarious. Irrespective of the relative importance of our many objects in the field of service, the membership factor stands paramount in the field of club development. Exchange has attained meritorious recognition throughout the United States and its achievements give us just cause for pride in our great organization. From the time of its inception it has served wherever it has found the opportunity for service, and likewise from its early days it has never ceased to grow. It is obvious that as it grows its service will increase; and in the same measure, our personal return will increase.

We need new members to further the enlargement of Exchange. As our bodies require a constant supply of food for growth and continued activity, so the organism of Exchange needs new members to make it grow and to enhance its effectiveness. Aside from the vitality and new blood they inject into the club, we must have new members to perpetuate and carry on the good work.

Understanding the importance of a steady growth in its membership, the responsibility of enlargement rests upon the club as a whole. The matter of maintaining a continuous search for worthy new members is a matter demanding club action and interest.

With the official body of the club aggressive for new members, the individual member is stimulated to "go and bring another." Now, we have stated that the membership factor is paramount in the field of club development, from the standpoint of growth and continuity of effort, but that is not all. It is paramount also because of the importance of the type of new members that are brought into our ranks. In order to function as a service club, the members thereof must be motivated by the will to serve. The converse of the proverb, "By their fruits ye shall know them," is that only apple trees will bear apples. The calibre of the membership of Exchange determines the quality of service it gives. The type of men in our club bears directly upon the reputation and honor that Exchange merits.

Our good Exchangite declares that his standard for selecting a candidate for membership is that, in his opinion, the candidate must be capable of becoming a better Exchangite than he himself. If everyone in Exchange were to adopt this standard for selecting new members, it is needless to say that our steadily growing membership would ever consist of good timber.

A Concept of Exchange

By Dr. A. W. Trettien

OUT of the mystical unity of the urge of Life, into the vital complexities of personality, the Spirit of Exchange had its birth. Unity expressing itself through the development of a common purpose, and complexity as manifested by the varied talents of a diversified membership.

The object of Exchange is mutual benefit through common understanding and consecrated Service.

Exchange recognized it to be a fundamental fact of life that human relationships bring about human privileges and responsibilities. In order to properly interpret these as they have been transmitted to us through our social inheritance in thoughts, feelings, and deeds, and to accept and apply them to our present needs, it has organized this Club to crystalize our business, social, political and ethical relations. And we, the members, through this organization, have dedicated our efforts to the service of our community and our nation.

We believe that under our government all men have the right to the privileges of life, liberty and the pursuit of happiness, and must consequently share in the responsibilities of a loyal support and protection of its institutions. To honor and respect law and to uphold the ideals and mandates of those whom we choose to administer them.

We believe that voluntary organizations and institutions for business, social, political, moral and religious purposes are consistent with the making of good citizenship and should therefore merit our fullest sympathy and support.

We believe in the spirit of co-operative fellowship in business, rather than destructive competition, as the method of serving our community, and that any business for public good, conducted along the lines of sound methods will share in the growth and prosperity of the growing community.

We believe in lending our assistance and influence in favoring and promoting every agency that will tend to increase the efficiency and raise the morals of all citizens to the end of making ours the most wholesome community in which to make our homes.

To all these principles we consecrate and dedicate of our services, our means and our lives; believing that in unity there is strength to perpetuate a better understanding of our common privileges and to the solving of our common problems in the service of all mankind.

The Right Idea

Editorial from the Hattiesburg (Miss.) American

HATTIESBURG'S wide-awake Exchange Club is holding its regular weekly meeting at Dixie Consolidated School instead of having luncheon at the usual place here in the city.

This program is one of a series staged by the Hub City luncheon club at various schools in the county in an effort to promote the beautification of all school campuses in Forrest county. The Exchange Club undertook this piece of constructive work several months ago, and the members are "seeing it through" in good shape.

The Hattiesburg Exchange Club is proving that its interests comprehend the welfare and advancement of every person and every activity in this county. The idea of holding its meetings throughout the country is a most excellent one. With "Unity for Service" as its motto, the Exchange Club is doing its utmost to bring together town folks and country folks, rich folks and poor folks, young folks and old folks in support of a constructive program of civic betterment and county progress.

New Jersey's Convention

A Year of Progress is Reported at State Meeting

By ARTHUR G. WALKER

Past State Secretary

NEW JERSEY'S State Convention of Affiliated Exchange Clubs, held in Union City on Saturday November 12, proved a busy day for New Jersey Exchanges. The attendance, like the previous year's record of progress stepped many times ahead of that of 1926.

President A. Conrad Ekholm, in calling the meeting together, found among the prominent guests present, National President Clinton G. Nichols, and National Vice-President Jacob P. Muller. National Secretary Harter had planned to attend the Convention but was unable to be on hand.

The new State President of the New Jersey Affiliated Exchange Clubs is Aro G. Garbiel of Union City-North Hudson Club, who was the First Vice-President of the preceding term, representing the Northern District of the State and was General Chairman of the Convention Host Cabinet. The Vice-President in charge of the Northern District is Charles W. Bodine of Morristown, who recently entertained the Northern District gathering. John P. McGuire of Perth Amboy is the Vice-President of the Central District and is known for his splendid work of his six month's administration as local President, which included the famous 3200 children Sunshine Special, the largest ever given by any Exchange Club. For the Southern District, Howard Callingham of Camden was returned to office, having increased the number of Clubs in his district by 100%, during a year in which he had been under physician's care for nearly half of the time.

The new Secretary is Erwin Goeman of Cliffside Park, rated by the State office as one of the most thorough Club Secretaries in the State. His election carries on the policy of having the Secretary in the same club as the State President, Cliffside Park being an adjoining community to that of the President. The State Treasurership was placed with Joseph Aliantro, accountant of Atlantic City, who has been active in State work.

The afternoon convention session opened with reports; first that of President Ekholm, dealing with the many civic and charitable movements sponsored by the Clubs during the year, the growth, the activity and the general

achievement of the State organization. Secretary Walker followed with a full report dealing with the condition of the Clubs at the beginning and end of the third year of State organization. He stressed the necessity of efficient Secretaries and local Club organization, giving direct instances and totals to substantiate the facts.

There were 20 clubs in New Jersey at the beginning of the year and 34 at the close, 15 new clubs having been organized and one having ceased functioning. Of these, 26 contributed to the Convention and sent delegates, while three baby Clubs sent delegates as the guests of the Convention.

The three Vice-Presidents who have been the strength of the Club contacts of the present administration gave individual reports. Each stressed the number of new Clubs, the work of the Clubs and suggestions for the coming year. Aro Gabriel spoke for his district of North Jersey, Donald Hand of Elizabeth for the Central District, and Howard Callingham for the Southern. Many large undertakings for the civic interests of New Jersey cities were cited.

Treasurer William T. Mifflin of Salem, who has served two terms gave a report of his office showing income from the State assessment of one dollar per member, and also disbursements, mostly for administration.

An inspiring address on Americanism thrilled the Convention session as Col. J. H. Dudley of Elizabeth spoke. He was introduced by Vice-President Hand. National Vice-President Muller gave encouragement and good wishes to the members and delegates in a very forceful speech.

Resolutions presented embodied the desires of the Convention for objectives for the coming year. They included the continuance of the State Essay Contest as an annual feature and a request that it be made part of the National program, that stress be placed on Sunshine Specials, co-operation with the Crippled Children Survey, aid be given to the establishment of adequate airports, and that we work for uniform traffic laws in New Jersey and ultimately throughout the nation.

Because of the large program necessitated by the year's growth and the short time allowed in a one-day ses-

sion, the program was constructed for rapid progress, while the execution of the ideas, objectives, and plans had been secured through holding District gatherings during the six weeks previous to the Convention, at which time each Club reported its work and suggestions.

The sessions were interspersed with a luncheon, attended by nearly 200 and devoted entirely to relaxation. Songs were peppily put over, quartets and trios sang, and three clubs put on stunts for a prize. Atlantic City won, over Cliffside Park and North Hudson, with a group of wild-west cowboys who fired cap-pistols and threw salt-water taffy across the room as they dashed about the tables.

A Ladies' program was given, with a luncheon at noon and a theatre party in the afternoon. The evening dinner, with nearly three hundred in attendance, brought the ladies and members together. Dance music and an elaborate entertainment program was provided by the North Hudson Club as host. Welcomes were extended by a representative of the Mayor of Union City, the Exalted Ruler of the Elks, the President of the Union City Chamber of Commerce, and the President of the United Service Clubs of North Hudson.

At the dinner awards were made to retiring President A. Conrad Ekholm, retiring Secretary Arthur G. Walker, and retiring Treasurer Wm. T. Mifflin, in the form of engraved gold lighters.

The awards made by the State Board of Control were also given at the dinner. A bronze statue of victory went to the North Hudson Club for completing the magnificent campaign to "save the Palisades" which resulted in the acquirement by Hudson County of all land on the Hudson River side of the Palisades, thereby preventing building on the river side of the Palisades Boulevard forever. The project involved the securing from the railroads of their land and several individual plots. High-priced land, reaching into the millions, was involved and approximately 500 Clubs and organizations were enlisted to co-operate during the three-year campaign.

A bronze statue of achievement went to the Manasquan Club for securing the largest number of new Clubs during

(Continued on page 31)

Club Attendance Contest

National Contest to Be Held for Six Months

Begins First of January

THE National Exchange Club attendance contest, plans for which were adopted at the San Francisco Convention, will begin the first of January, 1928, and continue for six months—until the first of July.

Every Club will be given an equal chance to win a trophy, by the method of grouping Clubs according to the size of their membership. There will be five groupings, with trophies of equal size and value for the winner in each group.

The value of Exchange Club membership to the individual, and the value of the member to his Club, depends to a large degree upon consistent and regular attendance at meetings. To be successful a club must have the loyalty of every member, both in its local activities and in its broader work with the National movement. Such loyalty comes largely from the interest and enthusiasm aroused by regular attendance at meetings. Therefore, any legitimate means of promoting better attendance in an Exchange Club should be given every consideration.

The suggestion was made that an attendance contest of National proportions would serve as a great stimulant to Club attendance, in that it would promote a healthy spirit of rivalry and competition between the Affiliated Clubs which make up the great National Organization of Exchange. Such contests have been conducted in a number of States under the auspices of the State organizations, but results have not been satisfactory. State Secretaries have found it very difficult to obtain necessary reports from local Secretaries and have not had the mechanical facilities for the successful handling of such contests. It, therefore, seems that the attendance contest, if it is to accomplish notable results, must be directed in a National way, and from National Headquarters.

There can be no question as to the benefits to be derived from a really effective membership contest. The very life of an Exchange Club depends upon

the interest of its members and this interest always results from frequent and pleasant contacts with others.

Method of Grouping Clubs

In order to give, so far as is possible, every Exchange Club an equal opportunity in the National Exchange Club Attendance Contest, all clubs will be divided into alphabetically lettered groups, according to the size of their membership. The grouping is as follows:

Group A—All clubs having twenty-five members and less.

Group B—Clubs having from twenty-six to fifty members.

Group C—Clubs having from fifty-one to one hundred members.

Group D—All clubs having over one hundred members.

Group E—All authority clubs formed after the San Francisco Convention.

Clubs will be placed in the proper group by National Headquarters, on the basis of membership figures submitted in Quarterly Reports.

Local Club Mechanics

The National Exchange Club is providing the Secretary of each Affiliated Club with printed, self-addressed government postal cards. This card is constructed so that the following information may be given:

Name of the Club;

Date of meeting;

Total membership on day of meeting;

Total attendance on day of meeting;

Percentage of attendance.

Space is also provided upon which the number of visiting Exchangites may be given and the names of the clubs from which these visitors come.

The local Secretary should place the proper information upon this card at the close of each meeting, and immediately mail it to The National Exchange Club. Complete instructions for such posting is printed on each card in small type.

Visiting members to other clubs will be given credit for attendance at the meeting of their own club. This will

be done at National Headquarters by means of the records of attendance on hand.

All attendance reports must be based on the number of members actually present at a meeting, with no excuses allowed for sickness, absence from the city or other reasons. This is fair to all Clubs, and is necessary in order that an accurate record may be kept at National Headquarters.

Headquarters Mechanics

A suitably ruled card is kept for each club at National Headquarters, upon which will be entered in proper columns the information received on the postal report. The standings of the first ten clubs in each attendance group will be printed monthly in *THE EXCHANGITE*. There will also be printed, upon occasion, the names of the Clubs whose Secretaries do not perform their duties in connection with making their reports on attendance to National Headquarters. This information will also be given in an Attendance Bulletin to be issued on the tenth of each month.

Reward for Merit

Handsome trophies will be awarded to the Club in each of the five groups which report the highest percentage of attendance during the six months of the contest. These trophies will be presented to the winning Clubs at the 1928 Convention. Trophies for the winners in each group will be the same, with the exception of the engraving. Pictures of the President and Secretary of the winning Club in each group will be published in *THE EXCHANGITE* at the close of the contest.

It is believed that the benefits derived from this contest will be a greatly stimulated interest in Exchange Club work, both local and national, upon the part of the individual members; a strengthening of the influence and prestige of the Affiliated Club, through larger and more enthusiastic attendance; and an increased value of each local membership because of more personal contacts.

A NEW YEAR'S RESOLUTION

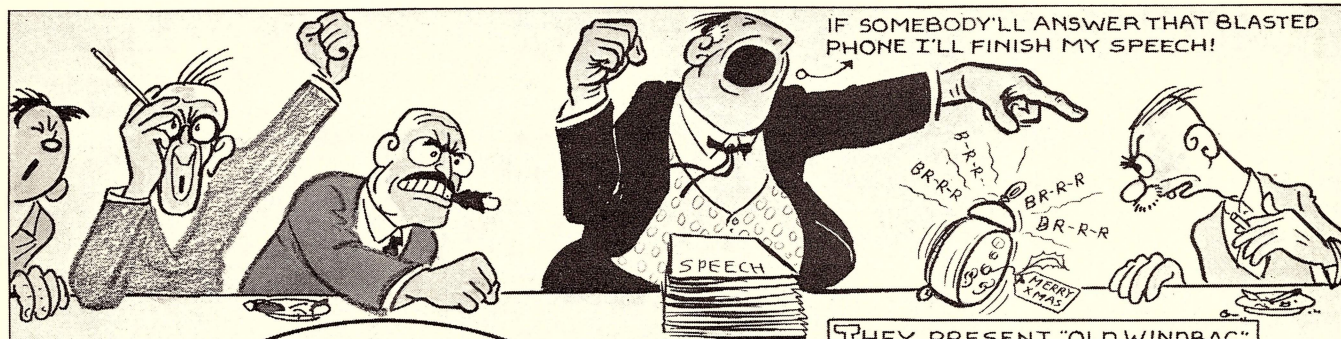
Insofar as it is possible for me to do so, during the year 1928, I will attend every regular meeting of the Exchange Club to which I belong.



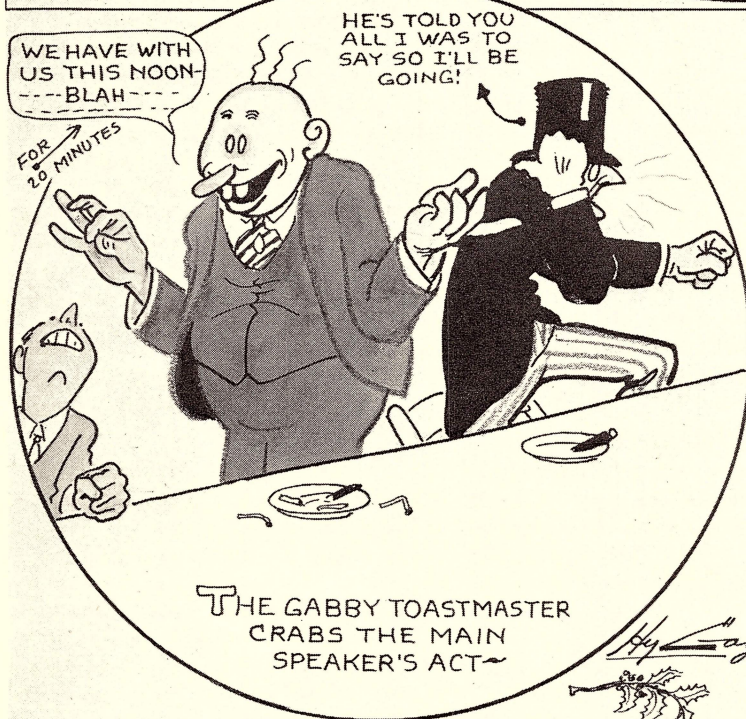
EXCHANGEGRAMS



The Local Exchange Club Holds a Luncheon to Arrange the Program for Christmas Charities



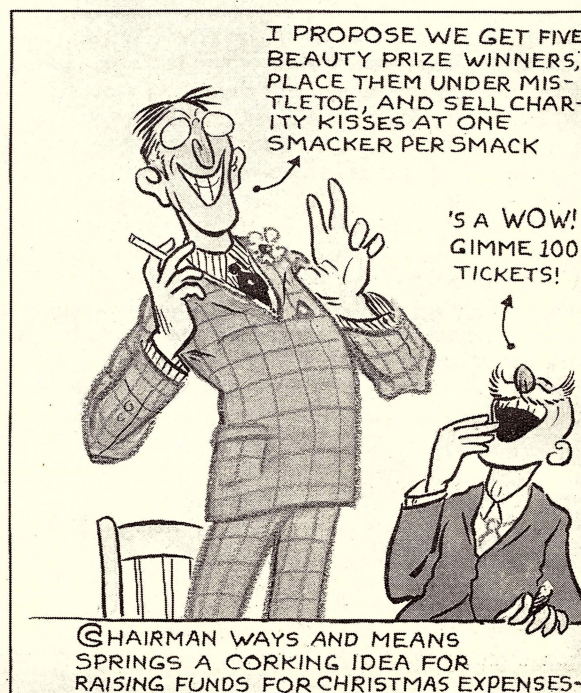
THEY PRESENT "OLD WINDBAG" WITH AN ALARM CLOCK ALL SET TO GO OFF WHEN HIS 5 MINUTES WERE UP, --- BUT ---



A SAMPLE OF BASKETS FOR FEEBLE MINDED KIDDIES IS DEMONSTRATED BY CHAIRMAN GOBBLE ~



RIVALS FOR JOB OF EXCHANGE CLUB SANTA CLAUS ~



CHAIRMAN WAYS AND MEANS SPRINGS A CORKING IDEA FOR RAISING FUNDS FOR CHRISTMAS EXPENSES ~

National Secretary's Report

Delivered to the Eleventh Annual Convention

By HEROLD M. HARTER

Part III

JUST as the past administrative year marked the beginning of the really valuable efforts of the Club Service Department, we hope that the coming administrative year may see the establishment of an Educational Department at National Headquarters. There is no greater or really more important work than that of acquainting the members of Exchange with the principles and objectives of this great organization. To do this consistently, it is necessary that a department be established for the purpose of creating literature and distributing such to the membership at large.

In line with the functioning of the National Committee on Education and the National Committee on Methods and Ethics, it is proposed with the approval of the National Board of Control to lay the ground-work for an efficient Educational Department during the coming administrative year. The time for launching the department can only be determined by the financial aid that can be directed to this purpose from our general revenue. With increased membership activity on the part of the clubs thereby building sufficient revenue, this particular feature of Headquarters functioning can be initiated.

Club Service Department

Last year has seen the development of the Club Service Department into a real functioning unit that is ready at all times to meet every call made on it by Exchange Clubs. Its service will continue to be improved and developed.

Under this department the work of rehabilitation is done. At times a certain few Exchange Clubs have found themselves in difficulties through lack of leadership, internal trouble, or from some similar reason, which has caused the members to lose interest and allowed the club to become dormant. It then becomes necessary for the Club Service Department to step in, ascertain the exact trouble, apply the proper remedy to correct it and start the club to functioning again. This sometimes develops into a lengthy as well as expensive job, and often requires return trips to the Club in question before it is thoroughly placed on a properly functioning basis.

This work requires the services of trained men who can diagnose the case properly and correct the trouble. Ex-

perience has proven that, left to itself, a Club in this condition will not function again of its own accord, and where a local man would fail in his efforts, an outside man from National Headquarters can be successful in placing the Club in shape to make future progress.

In the majority of these cases lack of leadership is the cause of their troubles, and again emphasizes the need of first ascertaining from Exchangites if they will give the duties of the office of President or Secretary their earnest attention before electing them.

When any Club of this nature becomes inactive before the matter has been brought to the attention of National Headquarters, or is discovered in other ways, a complete reorganization is then necessary, and this work last year has for the first time been handled by the Club Service Department. The reorganization of a new Club that has reached this stage takes a thoroughly trained man, grounded in every phase of Exchange Club work, to succeed.

It has never been the policy of The National Exchange Club to assist in forming a local Club and allow it to rely entirely on its own efforts to make a success. We do assume, however, that unless an Exchange Club advises National Headquarters it is in need of a particular service, it is functioning properly. Club officers should, therefore keep National Headquarters thoroughly informed as to its activities in order to save the great expense placed upon the National Organization when it becomes necessary to send a representative to entirely reorganize the club. Such revenue spent on this work could then be diverted to furthering the growth of the organization.

When a new Club is formed the Club Service Department takes it through a course of training, which includes ideas and suggestions that, if followed by the Club officers, will make for better and quicker success as a service organization. This department is in almost daily communication with the Club officers for several weeks, and if the Club is operating under Authority, assist in bringing the membership up to Charter strength, and after this point is reached, gives it further assistance until the Club is well on the road to success.

At all times a constant study of this work is made so the service of both new

Clubs and established Clubs may be amplified and extended. Suggestions are welcomed at all times from local Clubs on how this service can be made better. Oftentimes a particularly good idea is received from a local Club as to how it handles certain Club activities, and this is immediately bulletined to all Clubs throughout the country. We urge that each Exchange Club, either through its Secretary or Publicity Committee, inform National Headquarters as to any phase of Club work on which it has worked out a better plan, so that such information may be disseminated to all Clubs in the organization.

Through the extended service of this department during the past year the members of all new Clubs, as well as every new member reported as taken in by established Clubs, received a letter of welcome into the organization from The National Exchange Club, together with a booklet, "The History of a Great Movement," which outlines the history of the organization and sets forth its principles, ideals, and objectives. With this knowledge of Exchange as a National organization a new Exchangite is able to intelligently discuss it with people with whom he comes in contact.

Exchange Clubs operating under the Authority of the National President are closely watched by this department and unless, with the assistance rendered, it is able to build the Club to charter strength within the prescribed time, the Club Service Department turns the new Club back to the Extension Department for further attention. In this way, it becomes practically impossible for a new Club once formed to fail.

Exchange Clubs throughout the country should use the Club Service Department at all times on anything in which it can be of service, and that will assist them to function better as a service organization in their community.

Accounting Department

The Membership and Accounting Departments at National Headquarters are so closely allied that they are under the direct supervision of the head of the Accounting Department. This enables the head Accountant to at all times have a better understanding of the individual Club accounts, and makes him more proficient in the handling of them.

It is indeed gratifying to note that Exchange this past year has made a

very creditable (under the prevailing business conditions) increase in membership. This gain is indeed significant, in face of the fact that contemporary organizations have reported to their conventions little or no increase, and in one particular case, an actual loss in membership. Exchange is, therefore, fortunate to report a gain of 13.9 per cent in membership this past year, which is double, or approximately so, its nearest contemporary organization, with 7.7 per cent.

The Membership Department sends out during the last month of each quarter Membership Report Blanks, which, under the provisions of the National Constitution, are to be returned to National Headquarters on or before the tenth of the months of January, April, July and October. When a Club Secretary fails to return his Club's report within the time specified, he has at that moment interrupted the routine of both the Membership and Accounting Departments. Too much stress cannot be laid on the importance of Club Secretaries sending in Quarterly Reports in time to reach National Headquarters on or before the dates specified.

We are happy to state that the majority of Club Secretaries are prompt in sending in these Reports, but we also regret to say that a considerable number of Club Secretaries do fail to send them on time, and it becomes necessary to write, and even wire, for them. This not only handicaps the proper functioning of these departments, but throws an added expense on their operation, which, needless to say, diverts just that much revenue from constructive work. Furthermore, it prevents the Accounting Department from closing its records when these Reports are outstanding.

Organizations of the character of Exchange depend entirely upon the revenue received from local Clubs. This revenue, in Exchange, is provided for in the Constitution of The National Exchange Club, which also sets the dates when it becomes due. When this revenue is not received from local Clubs it puts a burden on the organization by interrupting the plans of Exchange in furthering its growth and influence.

It is apparent, therefore, that it is extremely important for local Clubs to so arrange their finances as to enable them to meet their obligations when due, and the Secretaries make remittances in the time specified for payment. The only way the National organization can meet its obligations, and also carry out the policies of Exchange, is for the local Secretaries to make prompt remittances.

In this, again, many Exchange Clubs are never delinquent, but there are quite a number where repeated letters are necessary, and when these have failed

to bring replies, it has required the expense of telegraphing. This needless expense can all be saved by the Club Officers attending to these duties promptly. Exchangites should not allow themselves to be elected to office in their Club unless they are willing to carry out the duties of that office and keep their Club in good standing at all times.

So, again let us urge promptness in sending both Quarterly Reports and re-

IN MEMORIAM

THE recent death of Senator **E. J. Emmons of Bakersfield, Calif., brings grief to Exchange at large. Mr. Emmons was recently appointed as a member of the National Exchange Club Educational Committee, having served previously on the National Committee on Methods and Ethics and been active in National Exchange affairs. Mr. Emmons was a charter member of the Exchange Club of Bakersfield, and continued as an active and enthusiastic member until the time of his death. Both as a member and an officer of the Bakersfield Club, he was always ready to lend himself to the program of service. During his many years of association with the members and officers of his Affiliated Club and National Exchange, he has by his genial personality, his constant devotion to all things looking to the welfare of Exchange, as well as to the civic betterment of his community, endeared himself to all of its members.**

mittances to National Headquarters when they become due.

Mailing Department

The immense volume of correspondence necessary to transact the business of The National Exchange Club can hardly be appreciated outside of National Headquarters. There is no attempt made to substitute multigraphed forms for individually dictated and typewritten letters. Forms are so indicated with no attempt at subterfuge.

All communications requiring personal attention are dictated by the National Secretary or a department head and are signed in ink. We believe that inquiries and correspondence merit personal consideration and such is promptly given to all communications received.

To facilitate the mailing of general communications and bulletins, an addressograph list is maintained at National Headquarters of all National Officers and other Board members, Past

National Presidents, National Standing Committees, State Officers, and Presidents and Secretaries of affiliated Clubs.

The immense amount of correspondence, official communications, bulletins, etc., is reflected in the following figures from the Mailing Department: 94,295 letters which were written in the interest of Exchange; 28,000 bulletins and pieces of printed matter; 3,775 pieces of newspaper publicity; 101 framed engrossed charters; 83 service pennants; 166 service pins; 231,000 copies of THE EXCHANGITE.

Multigraphing Department

Practically all of the multigraphing needed by National Headquarters is done by its own department. In addition to multigraphing general communications and bulletins, almost all of our office forms have been standardized and are printed in the Multigraph Department, which is a considerable saving in printing bills.

The Multigraph Department during the year has produced the following: 450 double postal cards; 3,975 single postal cards; 940 cards; 90,500 envelopes; 73,650 letterheads; 18,070 bulletin heads in colors; 15,000 invoices; 10,000 statements; 150,418 pages (121 forms), letter size; 43,194 pages (28 forms), legal size; 36,250 letterheads carried Convention Publicity line.

Educational

During the year three educational programs were given to the Clubs, in accordance with the action of the National Board of Control, taken at the Atlantic City Convention.

One program sent out on February 24, 1927, was to be used by the Exchange Clubs of the United States for the meeting held in the second week of March, and was devoted to the education of the new member in Exchange, along the lines set forth by the National Committee on Methods and Ethics. This material covered the history and activities of the organization, the relationship between the local Exchange Club and The National Exchange Club, of which every local Club is a part, and the idealistic phases of Exchange Club work.

Another program sent out was in connection with the building of Club memberships. This material strongly urged every Club to increase its membership, pointing out that a big strong organization doing things for its community was a great deal better than "a good little Club."

A third program provided material for Club meetings during the last week of May, on the subject of "Too Much Law Making," in which the Exchange Clubs of the United States have accomplished so much.

A very noticeable increase in both membership development and enthus-

iasm for Exchange followed each of these programs. It is significant that busy Exchange Clubs are successful ones, and in cooperating in these National objectives they become stronger and better Clubs.

Anniversary Program

Exchange celebrated its sixteenth anniversary this year when the Exchange Clubs of the United States held a birthday party at their meeting during the week of April 11. Material for this meeting, which was to be used by the speaker of the day, was sent out by National Headquarters. It outlined in brief form the history, principles, and ideals of Exchange, and set forth the position occupied by Exchange today as a great National influence.

There were received by National Headquarters reports of these birthday party meetings held by Clubs throughout the country, on which a vast amount of newspaper publicity was secured. Along with the material sent from National Headquarters was a write-up to be turned over to the newspapers in the various communities, outlining the history of the organization, its principles, ideals, and objectives. This brought Exchange before the public in a most favorable light. It is publicity of this nature that attracts new men to the organization, and is valuable to Clubs in strengthening their memberships. Every member of Exchange is interested in the birthday of his organization, and in knowing of the growth of it and the increase of its influence and prestige.

Information Bulletin

During the past year Chairman W. J. McKone, of the National Educational Committee, has in our opinion hit upon a capital idea. Periodically, we should say about once a month, he issues to the members of his Club, a bulletin of information which is mimeographed at small expense.

The information contained in this bulletin covers a wide range of subjects that should be of interest to Exchanges and about which they have little opportunity of knowing. The bulletin briefly explains the content of communications and bulletins received from National Headquarters, it makes comparisons between Exchange and other service clubs; it announces the New Exchange Clubs that are formed throughout the country, and much other information of interest is disseminated.

For example, one of the bulletins in hand tells of new Clubs that have been formed; of the Service Pins that can be won in the forming or sponsoring of a new Club, of the bulletin regarding souvenirs and community literature to be sent to the San Francisco Convention; that Convention Headquarters

have been established at the Clift Hotel, San Francisco, and two special trains are to be run to the National Convention; that the National Board of Control is now ready to receive invitations from Clubs in cities that desire to be host to the 1928 Convention; of the three Amendments to the National Constitution that have been proposed; of the round-trip fare to San Francisco and the return provisions; of the rates at the Convention Headquarters Hotel and the approximate cost of the Convention trip; information with respect to stop-over privileges on the return



More Convention-bound Exchangers

route, a comparison of the membership fee charged by Exchange with the other three leading service clubs; the per capita tax of these same organizations; the State dues, and lastly, the Convention Registration fees.

This is an excellent idea that can be adopted by any Club that has access to a duplicating machine. It is safe to presume that the members of the Jackson, Michigan, Club appreciate this service.

Supplies for Clubs

The National Exchange Club does not maintain a supply department at National Headquarters because it is believed that such merchandising is out of place in an organization such as this. For the convenience of affiliated Clubs, certain articles which are in constant demand are kept on hand and Clubs may obtain them at approximate cost. They are as follows:

Song Books (The Exchange Club Music Box), \$5.00 per 100; emblem cuts (set), \$8.00; one color, \$5.00; two colors, \$5.00; Secretary's Record Book, \$8.50; Transparencies of Exchange Club Emblem, \$5.00 per 100.

Exchange Club song books are pub-

lished with the idea of providing our members with the more familiar of both old and new songs. The Music Publishers' Association gives us permission to print the words of copyrighted numbers, but that permission, of course, does not include the reprinting of the music. The music for most of the songs found in this book may be obtained through your local music dealer.

Exchange Publicity

As Exchange increases in numerical strength and in prestige and influence, the amount of publicity received by this organization in the leading periodicals and newspapers of the country increases. The Publicity Department of The National Exchange Club is constantly alert to see to it that the activities of Exchange are brought before the editors of influential publications.

Excellent contacts have been made with such powerful news gathering associations as the United Press and the Associated Press, and stories are sent regularly to these organizations whenever they seem to justify nation-wide circulation. Exchange Clubs have been favorably mentioned in the "Saturday Evening Post" upon three occasions during the past year, while such national newspapers as the "New York Times" and the "Christian Science Monitor" have carried articles and pictures pertaining to Exchange Club activities. Complimentary copies of each issue of THE EXCHANGITE are mailed to the editors of all of the leading periodicals and newspapers.

During the course of a year, news stories are prepared and sent to Exchange Club Secretaries to be placed in the hands of their local editors. Some Secretaries fail to do their part in placing these stories but, nevertheless, the hundreds of clippings which come to National Headquarters indicate that this means of spreading the gospel of Exchange is very effective.

Most Clubs follow the suggestion made by National Headquarters to see to it that their local newspapers are represented at each meeting and are so treated that they have the most friendly feeling towards Exchange. When an Exchange Club does not receive proper representation in its local newspaper, some one is at fault and the matter should be investigated.

Exchange has not been slow to take advantage of the most modern method of disseminating publicity and special Club programs have been heard from most of the radio stations of the country. Very nearly every Exchange Club has in its membership men who are sufficiently capable and talented to be a credit to Exchange when they appear before the microphone. Your local broadcasting station is always on the

look-out for good material and it is simply a matter of convincing the program director that you are able to provide it.

It is pleasant to know that, to the best of our knowledge, Exchange has had only favorable publicity in a National way.

Bonds

The National Treasurer, National Secretary and Head of the Accounting Department are bonded in the sum of five thousand dollars each in the Maryland Casualty Company of Baltimore.

The National Board of Control approves the bonds covering these officials. The bonds are held in the possession of the National President.

Executive Conferences

During the past administrative year frequent conferences have been held at National Headquarters which have been participated in by National President Bailey, National Treasurer Nitsche and the National Secretary. At these conferences, details of National Organization Executive Management are discussed at length and plans for Headquarters activities have been determined. The policy of the National Board of Control in the various mat-

ters and questions of management have been strictly adhered to.

In April a general conference was held which was attended by the Executives and members of the National Committee on Education and National Committee on Methods and Ethics. Three days were consumed in the deliberations, the result of which you will observe in the various reports submitted to this Convention.

In Appreciation

In closing this report, it is a rare privilege and opportunity to give expression to an appreciation for the assistance that has been rendered to the National Secretary. Because of the peculiar responsibilities that are attached to this office, no one is in better position to judge of the loyalty and devotion of the members throughout the country to the cause which all so dearly love. Our thanks are due to every Exchangite who has, in a measure, great or small, assisted in lightening the burdens in this department of National functioning.

To "Tom" Bailey we desire to offer our sincere thanks and appreciation for his encouragement and helpfulness. Because of the trying administrative

year mentioned before, "Tom" has by his faithfulness proven to be "the right man in the right place at the right time."

To "Bob" Nitsche, our National Treasurer, we owe a deep and everlasting gratitude. His service has been both practical and invaluable.

To the officers and other members of the National Board of Control whose interest is unstinted in the management of the organization and in the forming of its administrative policies, we are grateful for their generous response to our call for helpful service on many occasions.

The members of the National Standing Committee, State Extension Chairmen and State Officers have without a single exception rendered every service requested and to these Exchangites our hearty thanks are extended.

And, to those who have been associated in the intimate work of National Headquarters our unalloyed appreciation is due because of the loyalty and devotion to his or her trust, manifest throughout the year; if commendation is in the smallest measure deserved it is because of the whole-souled and genuine cooperation of these folks who have made the discharge of my duties possible.

Religious Ideals of Exchange

(Continued from page 18)

The only thing, I believe, can bring about the will and the desire and the power to do that is the vital faith of a vital religion and the development of these inner forces of the spirit in our souls that will govern and master the voice and the tug and pull of anything striving for the opposite.

The Exchange Club is a patriotic club, in a sense. Our eye is always upon the welfare of our country and I hope we shall always be able to find some way of supporting, and taking a positive attitude toward these forces—the homes, the schools, the universities, and also in some way or other toward the church, in its effort to build into the soul of America those higher visions and those deeper buttresses, that we shall be able to lead the people out and help them to stand in the great maelstrom of life as it is lived today.

Oh, that we could foster those finer, sweeter, more delicate principles in life, of fellowship, of love, of helpfulness, as we struggle on toward the higher things in life. I hope that we shall be able, out of our conference here, or as a result sometime of our conference here, to give voice to that which struggles within our breasts—the expression of religious ideals as an Exchange Club.

Before I left home the Past Presi-

dent of our Club said, "You are going to speak before the Convention?" I said, "Yes, I am going to talk on 'Religious Ideals,' and I do not know what I am going to say but I want to try to get others to thinking about it." He said, "I hope that we shall never forget, as a people, the reign of the Golden Rule and that it might be the practical expression of the religion of Exchange Clubs."

Some two years ago I was myself engaged in the building of a church to cost some \$250,000. One day I was called down to the office of the President of the Exchange Club and he said, "You are going into one of the biggest jobs of your life, aren't you?" I said, "Yes." I had been reminded that a number of the banks in that city had failed. However, the day on which our drive started several teams of Exchangites, Protestants, Catholics, Jews—all creeds—were ready to help me to build that church, and they did. They didn't compromise their convictions, but it did me so much good to know that almost fifty of the best men of the city recognized the work that I was trying to do among them as a builder of the unseen Empire in our lives.

I do not know what we are going to do to express our ideals religiously, but I do hope that large, deep current which is common to us all shall be able to find physical expression in our attitudes one to the other.

A Letter of Thanks

Mr. Herold M. Harter, Secretary,
National Exchange Club,
Ohio Building,
Toledo, Ohio.

Dear Mr. Harter:

The Members of the International Committee for Fire Prevention Week wish to express their sincere appreciation to you, and through you to all the Exchange Clubs in the United States and Canada, who so faithfully co-operated in making the recent celebration of Fire Prevention Week the greatest and most helpful of all such campaigns in former years.

The splendid service rendered by your clubs had a telling effect upon the different communities where meetings were held, augmented by many instances by the city officials, boards of education and others particularly interested in Fire Prevention work.

Again assuring you of our sincere gratitude for your splendid part in this great work of public welfare, I beg to remain,

Yours very truly,

T. ALFRED FLEMING,

Chairman Committee on Fire Prevention and Clean-Up Campaign.

EXCHANGE ACTIVITIES

CONTRIBUTED BY
CLUB "HORN TOOTERS"

Woodmere, N. Y.

Many Accomplishments in Year

The Exchange Club of Woodmere, N. Y., recently held their first birthday party, at an attractively decorated hall. There were nearly one hundred in attendance, who thoroughly enjoyed the whole affair. National Exchange and the local clubs may well be pleased with this young organization because of the wonderful things that they have accomplished. A few of them are as follows:

New street lights; better police protection; police booth built by bank and Exchange Club; drainage of Main Street, now being installed; gates at Franklin Place; mail delivery; house number system, through the Boy Scouts; Boy Scout Movement; assisted in procuring site for school and park.

The program for the evening was unusually good; music being furnished by Long Island Railroad Trio, and the speakers were: Honorable T. Wilbur Doughty, Chairman of the Board of Supervisors; Hon. Judge Howell, Surragabe, N. Y.; Edward A. Stucklin, Brooklyn; Hon. Thomas MacWinney, Assemblyman; Hon. Judge Cortland A. Johnson of the Cedarhurst Exchange Club.

Bakersfield, Calif.

Organizes Attendance Contest

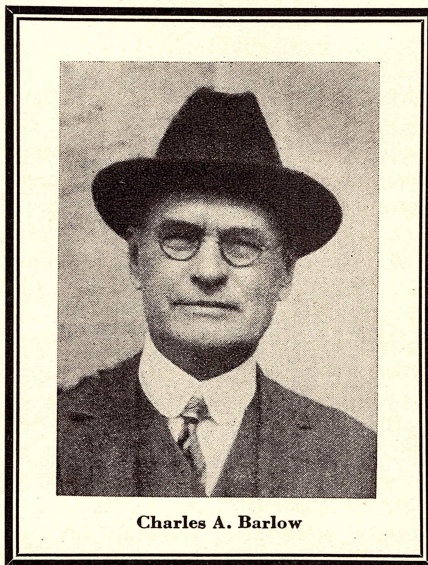
At a recent meeting of the Bakersfield Exchange Club, an attendance contest was started between two groups of five members each. At a later meeting of the Board of Control, it was decided in the interest of all the members to use the challenging team as a basis of a real contest for attendance, and make it doubly interesting by having the whole Club participate. Upon this suggestion, the entire Club has been divided into two groups, the "Reds" and the "Blues."

This contest will close the last meeting in January, when the results will be announced, and the winner will eat chicken and the losers eat beans, at the first meeting in February.

With the passing of Ex-Congressman Chas. A. Barlow, October 3, Bakersfield, Calif., lost its inaugurator of The Kern County Exchange Club Plan, whereby the club of greater size ex-

tends its assistance to its neighbor club of small proportions. He was a citizen of the first magnitude and he so lived and led his associates in such an inspiring fashion that his works and example in the Exchange movement will go on and on.

Mr. Barlow fathered the idea that the strong metropolitan club should



Charles A. Barlow

encourage and service the smaller adjacent unit. It should help supply speakers, assist in community projects, and occasionally, at least once a year, the entire Exchange Club should pay a visit to its neighbors to assure the smaller club of its interest and friendship in its problems of civic development.

Like in the eulogy of old, the elements of kindness, service, tolerance and dynamic energy were so blended in him that you could say, "There is a man!"

In the death of Senator E. J. Emmons the Bakersfield Exchange Club has been deprived of the association and companionship of a worthy and splendid member and a true gentleman, and in his being taken from us this Club feels a keen sense of loss individually and collectively. Mr. Emmons was a Charter member of the Exchange Club of Bakersfield and continued as an active and enthusiastic member until the time of his death, and both as a mem-

ber and as an officer of the Exchange Club of Bakersfield was always ready to lend himself to the program of service, and in binding and tying together the various sections of the County into a net work of unity for service. He was a member of the Educational Committee of the National Exchange Club.

During the many years of association with the members and officers of this Club he has by his genial personality, his earnest and active interest of every affair of the Club, and by his constant devotion of time and intelligent effort in all things looking to the welfare of this Club as well as to the civic betterment of the City of Bakersfield, and Kern County, endeared himself to all of its members.

Monroe, Mich.

Host to District Meeting

At the request of Mr. Walter B. Steele, President of the Michigan Affiliated Exchange Clubs, Monroe, Mich., was selected as a central place to hold the district meeting for October 27. The Clubs of Adrian, Petersburg, Dundee, Ann Arbor, Redford, W. Detroit, River Rouge, Wyandotte, Trenton, Lincoln Park, and Toledo were represented.

About three hundred Exchangites and ladies were present. A delicious banquet was served by the Ladies Aid of the Methodist Episcopal Church in their new church house, which was elaborately decorated for the occasion. Entertainment, which consisted of musical numbers, mystical mind reading stunts and a snappy speaker, kept the crowd entertained from 6:30 to 9:45. The meeting then adjourned to the Masonic Temple next door where Seymour's First Orchestra furnished wonderful music until midnight. Dance Hall Polo was played between teams from Monroe and Toledo, the Monroe team being victorious. Guests departed at midnight with profuse expression of having had a most enjoyable time.

The meeting was a "humdinger" and the atmosphere was truly and sincerely "Exchange." Everyone there carried back to his own Club a better and clearer understanding of this great organization, Exchange.

National Secretary, Herold M. Harter, who attended, said: "I wish this kind of meetings could be held all over the country. It certainly would be a wonderful thing for Exchange and all who had to do with the success of this meeting, are entitled to a world of credit."

Colchester, Ill.

A Newly Organized Club

The Exchange Club of Colchester was formally completed and launched on its career in this city, at an organization meeting held recently at the Christian Church, when the following officers were elected to serve until July 1, 1928:

President—Harry M. Todd; First Vice-President—Frank Williams, Jr.; Second Vice-President—Glen I. Myers; Treasurer—R. L. Carson; Secretary—D. B. Bidle; Chaplain—Rev. E. L. Fahnestock.

The meeting was in charge of J. F. Hildebrandt, of Rock Island, representing National Headquarters.

President Todd named a committee to draft a set of By-Laws for the local organization consisting of H. K. Hulton, John Graham and W. E. Kratzer. This committee will report at the first regular meeting of the Club which has been called for Thursday, October 27. The Club will meet semi-monthly. It is the hope of the local members to build the Club to 50 or 75 members by the time of the charter presentation.

The local Club expects to take an active part in the state convention at Decatur, in June, 1928.

Hollywood, Calif.

To Build Boy Scout House

A Boy Scout House, was the subject of discussion at a recent meeting of the Hollywood Exchange Club. It was decided to build a house in the hills, on the lot that was donated by Mr. Dundas. Each member of the Exchange Club is expected to contribute a certain sum toward the financing of this project. The Club is considering naming the street fronting the property, Exchange Street.

Ferndale, Mich.

Full Speed Ahead On Community Chest Drive

We were recently favored with a visit by Fred Hunt of the National Headquarters Service Department and he addressed the Club on what Exchange is doing. His talk was just what we needed and we have a vacant chair for him any time he needs a meal. We all hope it will not be so long between this time.

One of our members has been Chairman of the local Community Fund drive for the past three years, and this year it fell to the lot of Charlie LeClair,

who is to be congratulated upon the fact that he increased the last year's subscription by over fifty per cent. This is remarkable in view of existing conditions and is another proof that hard work will win.

In connection with our Club activities, and the high school athletics, we are presenting a trophy to the South-eastern Michigan High Schools. It will be a competition over a distance of five miles of the country which has been inaugurated by Bob Peel. Bob, besides being an Exchangite of the first water, is Director of Athletics for the Board of Education.

Our Ladies' Night has come and gone. If we tell you we were favored by selections by the Redford Quartette, you will know how big a success it was. They are a wonderful quartette, but they are all the better because they are regular Exchange men. It is one sure thing their notes are never past due.

Fort Plain, N. Y.

Exchange Holds Night Watch Night

About 50 members of the Fort Plain Exchange Club and their guests sat down to the Club's regular bi-monthly supper-meeting at Odd Fellows temple recently.

At each plate was a copy of the New York State Exchangite and a handsome folder with a small engraving of the "Night Watch" and a brief story of the picture and its reproduction for the Arkell art gallery. These were presented to the Club by Mr. and Mrs. F. E. Barbour, who are closely associated with the management of the Canajoharie library and art gallery.

Mayor Bush of Canajoharie bore a message from Mrs. Barbour, inviting the members of the Fort Plain Ex-

change Club and their guests to be present at the formal showing of the great picture at the Canajoharie library and art gallery last evening.

Archie Stewart, chairman of the sign committee, reported progress on the Fort Plain sign to be attached to the traffic signal lights to be erected at Nelliston Four Corners. Mr. Stewart said that the Nelliston village board had shown an unusually fine spirit of cooperation to help Fort Plain have a direction sign at the junction of River street and the Mohawk Turnpike.

Roseville, Calif.

Publishes First Issue Of New Magazine

The Exchange Club of Roseville, Calif., recently finished the first copy of their new magazine, and have it already in the hands of the readers. To say that it rings the bell would be mild, for it is representative of the true spirit of our Exchange Club.

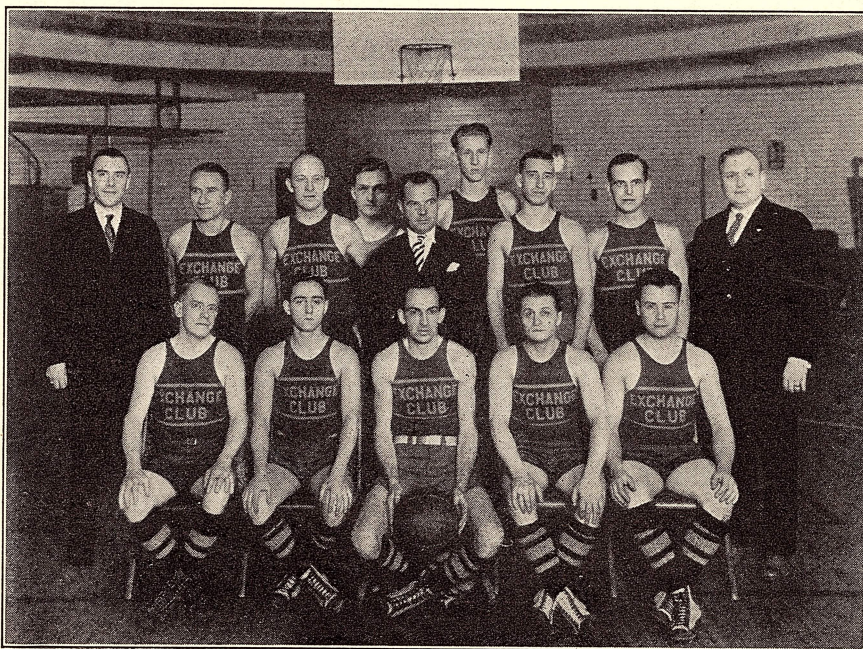
The magazine is edited by some of the leading Exchangites of Roseville, having S. H. Roche as the head editor. This magazine deserves the praise of all the other Clubs.

Syracuse, N. Y.

Has Many Festivities

The Syracuse Club opened the fall and winter season with a membership of ninety loyal, active Exchangites. A Halloween dinner dance was staged with visiting Clubs as the guests. Wassertown and East Syracuse Clubs were represented. The ball room was decorated with pumpkins and cornstalks and prizes were awarded the dancers.

Later the Syracuse Club played host to clubs from near-by towns at a dinner meeting. There were 150 assembled for dinner. A jazz orchestra enlivened



The Exchange Club Basketball Team of Atlantic City, N. J.

the evening and a feature number on the program was the Ray-O-Vac Battery Twins of radio fame who entertained with song and comedy.

Syracuse was represented at the National Convention in San Francisco this fall by its Secretary George H. Cain, who took motion pictures at the convention and on the trip. These pictures were shown to the joint meeting together with some glimpses of the Dempsey-Tunney fight. Another reel shown pictured the Baby Camp for Undernourished Children which is sponsored by the Syracuse Club. The Camp, Nurse's Home as well as interior views were shown. The babies in their cribs and at play as well as the Alpine Lamp, which the Club presented to the Camp last year, were of especial interest.

Oneida, N. Y.

Stages Fire Drill

Firemen of Oneida, N. Y., recently gave a fire prevention test and demonstration to the Oneida Exchange Club, in connection with National Fire Prevention Week.

Walter M. Ruby, who was giving a speech, suddenly interrupted it to turn in a fire alarm. It took exactly one minute and twenty seconds for the fire department to get to the Hotel Oneida and ready to battle a fire.

The test included the pumper, which was led by the chief's car, driven by Assistant Chief Fred Kopple, followed by the hook and ladder. A water stream was hooked from the corner of Main Street and Lenox Avenue and a line of hose from the chemical on the large pumper. The fire hose from the hydrant and the hose from the chemical were brought into the hotel dining room and gave the diners a thrill when they saw the firemen ready for action.

The chemical hose appeared in the door of the dining room in one minute and twenty seconds from the time the alarm was pulled and the water hose in

one minute and forty seconds, each with two firemen holding the nozzle. This was considered remarkably good time to run three blocks, attach the hose to hydrants, and run it into the building ready for action.

The test was a practical, successful, and thrilling demonstration of the efficiency of Oneida's fire department and a valuable feature of Fire Prevention Week.

San Bernardino, Calif.

Organizes Membership Contest

The Exchange Club of San Bernardino, recently held a meeting and planned for the membership contest which will be held until December 20. The entire Club was divided into two teams known as the "Diggers" and "Pullers." Exchangite H. E. Hollowell, transferred from Toledo, is General Chairman, assisted by D. M. Shaw, captain of the "Diggers" and H. J. Joyce, captain of the "Pullers."

The teams during this contest have in mind to increase the membership to one hundred members, which will be an increase of fifty-nine over our present membership.

The losing team of the contest is going to furnish all the food, entertainment, etc., for our next Ladies' Night, which will probably be held the first of the coming year.

Torrington, Conn.

Take Boys to Yale Game

On Saturday, October 15, the Exchange Club of Torrington staged a belated "Sunshine Special," when the members took seventy boys from the Connecticut Junior Republic of Litchfield to the Yale-Brown football game.

The trip of some fifty miles was made in the private cars of the members, who acted as chaperons for the party. The Yale authorities did their part by providing free admission to the game. The trip was a great treat to the boys,

most of whom had never seen such a game, but it was enjoyed freely as much by the Exchangites.

The Torrington Club has adopted the Republic as one of its objectives, being especially interested because of the fact that Exchangite George Aylesworth is the Director in Charge of the Republic. The Club has held several meetings at the Republic and has contributed generously to several of its worthy enterprises.

Wilmore, Ky.

Sponsors Band Concert

The Exchange Club of Wilmore, Ky., sponsored a band concert, recently, on the campus grounds of Asbury College, with the help of the Richmond Club, which lent them some of their boys. The band consisted of thirty performers, all boys ranging from eight to sixteen years of age.

The band gave two concerts, one in the afternoon and the other in the evening.

Hudson, Mich.

Treat Ladies to Party

The Exchange Club of Hudson held a Halloween party, November 2, having the ladies as their guests. Dinner was served by the Congregational Church ladies at 6:30 p. m., with about eighty-five present. After the dinner a dance was held in the K. P. hall, music being furnished by the Dixie Sax orchestra. A good time was reported by all present.

Port Huron, Mich.

Works for Municipal Airport

At a recent meeting of the Port Huron Exchange Club, Capt. St. Clair Street, Adjutant of Selfridge Field, and an aviation authority of national repute, stressed the importance of each town and city having its own airport as a means to further commercial aviation. Our Club has been interested for some time in securing a landing field for Port Huron and we are attempting to interest the city fathers and citizenry in general in the project. Mayor Bell and Majors Dan Hayes and James Randall were guests of the Club on this occasion.

St. Louis, Mich.

Gives Annual Banquet To Football Players

The Exchange Club of St. Louis, Mich., recently gave their annual banquet for the football players. It was held in the H. S. Building and was served by the domestic science class of the school.

The Coach of the High School acted as chairman of the evening, and had planned a splendid program, which included speeches by the mothers, fathers, and friends of the boys.



Exchangites, Torrington, Conn. have Sunshine Special and take boys to Yale-Brown football game

The presentation of awards followed the program of speeches, and this was conducted by one of the Exchangites. Five reserve letters and sixteen major letters were given thus ending the football season for St. Louis High School for the fall of 1927.

Royal Oak, Mich.

Assists Community Fund

Royal Oak Exchange Club recently sponsored a joint meeting with two other service clubs for the purpose of organizing community fund solicitors. The drive started off with a bang. One hundred and twenty members and guests were present.

Waterville, N. Y.

Makes Community Survey

The community of Waterville, N. Y., has undertaken a community survey which is, we believe, the first of its kind ever accomplished in a small community. Questionnaires have been prepared and distributed to everyone in the immediate vicinity. The local Exchange Club is backing the project.

New Jersey's Convention

(Continued from page 21)

the year. Their success had much to do with the Central District gaining the banner offered for Club Extension work to an individual district.

The Atlantic City Club carried off the attendance prize, with twenty-three members and a total mileage of over 3200. It was a handsome brief case for the Secretary's use.

The 1927 Convention of the Affiliated Exchange Clubs of New Jersey renewed the vision of Exchange in its members of this State and created a desire for even greater progress in the coming year.

Crime Prevention

(Continued from page 11)

other by mutual trust and helpfulness—then will we arrive at the structure of the marriage and home of the future, which we are striving to see through the mists and reach through the turmoil of today.

In spite of the present conditions in the social world, as an Exchangite I am optimistic and quote to you the following poem, by Charles Mackay:

There's a light about to gleam,
There's a fount about to stream,
There's a flower about to blow,
There's a warmth about to glow,
There's a midnight blackness
Changing into gray.
Men of thought and men of action
Clear the way.

Aid the dawning, tongue and pen
Aid it thoughts of honest men,



Exchangites of Babylon, N. Y., and the ambulance they presented to their village

Aid it paper, aid it type
Aid it for the hour is ripe,
And our earnest must not slacken into
play.
Men of thought and men of action
Clear the Way.

The Soul of Exchange

(Continued from page 15)

given to service. In studying that, we found that those little lives went down as far as 3,500 feet in the depth of the ocean and began to build and build and build. I just wonder how the first inspiration came to the first little cell there, smaller than a pinhead, and prompted it to say to its neighbor, "Come on, let's build." I wonder what kind of a vision it had?

Men, if that little bit of coral can build and build and build, and succeed in its efforts, I am sure that a band of men like Exchange can get together with new determination that we have never had before and resolve to build as we never have before.

I do not know what is going to become of this service idea, but I have watched it grow with joy and pleasure and I only wish it were going to be mine to live for years so as to see this thought of service, this great law of life, take possession of men and build them up into society and become a co-worker with God himself. The high calling which we feel has been given to us to serve humanity, and bring about His righteous kingdom in this world, is never coming any other way than by laying our talents on the altar of service, consecrated to Him, to the common good of our fellowmen.

In the deliberations of your committee, we felt that the time had come when Exchange must give expression to some ideals, that it cannot go on without ideals, and so we recommended these four ideals in Exchange: Social Ideals of Exchange; the Religious

Ideals of Exchange—having reference to that impelling soul force that we all know that we are possessed with, that builds up and develops all of the religious ideals in the Exchange Club member; also the Political Ideals of Exchange, which are just simply the public functions of society, the responsibilities of ours, of every Exchangeite taking part in voting, taking part in this Government of ours of which we are so proud. Then the Business Ideals of Exchange—the application of these things which we talk about, real problems in business and in life.

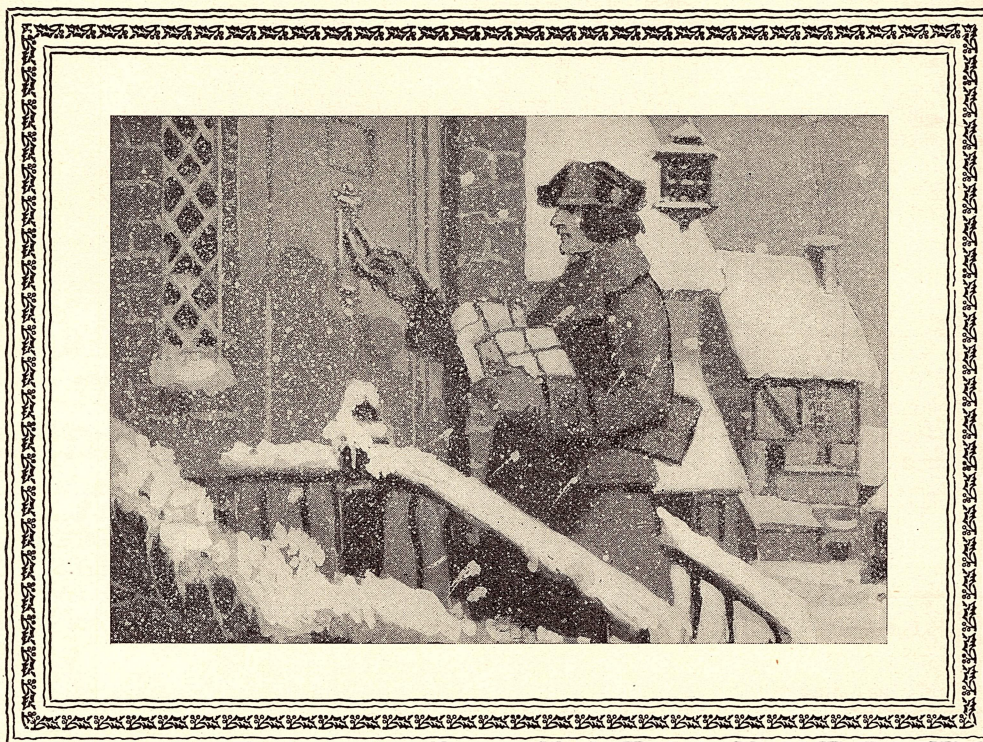
Novel Luncheon Demonstration

Food and Entertainment Furnished

EXCHANGE Clubs can introduce variety into their luncheon programs by inviting the H. J. Heinz demonstrators to give them one of their demonstration luncheons. The House of the famous 57 varieties of pure food products has a number of lecturers and demonstrators traveling over the country putting on these luncheons or suppers before various organizations without charge.

A combined stereopticon and motion picture illustrated lecture on the House of Heinz, its growth, development, and methods of growing and producing its 57 varieties of food products is delivered by the lecturers with their own equipment. All of the food is furnished by this concern and all that the local organization is asked to furnish is the serving facilities and equipment.

Exchange Clubs interested in obtaining information about these luncheons may do so by writing to Mr. F. J. Baker in charge of the Demonstration Department of the H. J. Heinz Company, Pittsburgh. A number of Clubs have already staged these novel luncheons.



*A Merry Christmas
and a
Happy New
Year*



Christmas, 1927

New Year, 1928

Property of Metuchen Exchange Club

Erwin Goemann
838 Lawton Ave
Grantwood New Jersey